THE CANNING TRADE

THE Journal OF THE Canning AND Allied Industries

ESTABLISHED 1878

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American Grocer
Chain Store Age
Chain Store Management
Groceries
National Grocers Bulletin
Progressive Grocer

*In May . .*

# Helping the grocer sell CANNED STRINGLESS BEANS

TO help stimulate intelligent merchandising of canned foods, a series of educational sales ideas for the retail grocer is being published by the American Can Company in the six important grocery publications listed above. Each month a different canned food is featured—this month, canned stringless beans.

Four of the advertisements have already appeared—Corn, Pineapple, Peaches, Peas—and we will gladly send you reprints upon request. We hope you will read the current page and follow the entire series. We think you will find it interesting—and valuable in your work with the retail trade.

AMERICAN CAN COMPANY CANCO

# THE BOOK YOU NEED---

## A COMPLETE COURSE IN CANNING

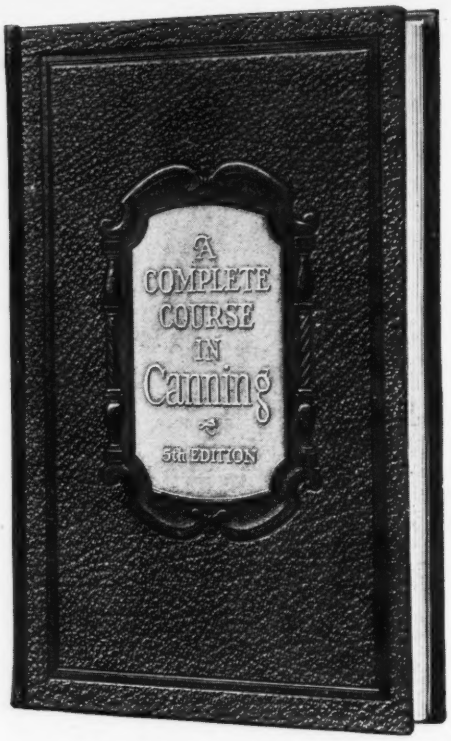
*New Low Price $5.00 Postage Prepaid*

For Sale by all Supply Houses, Dealers, etc.

*Published by*

THE CANNING TRADE

BALTIMORE, MARYLAND

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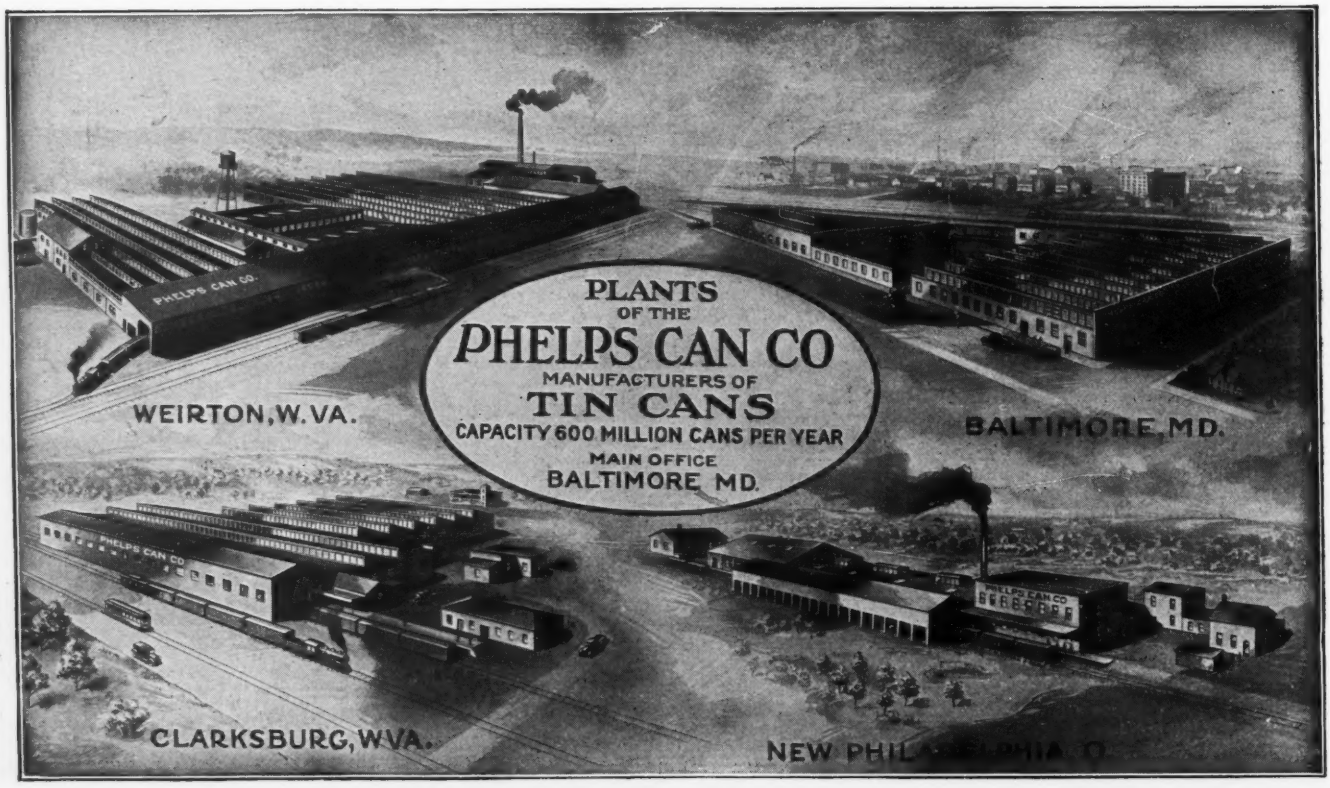
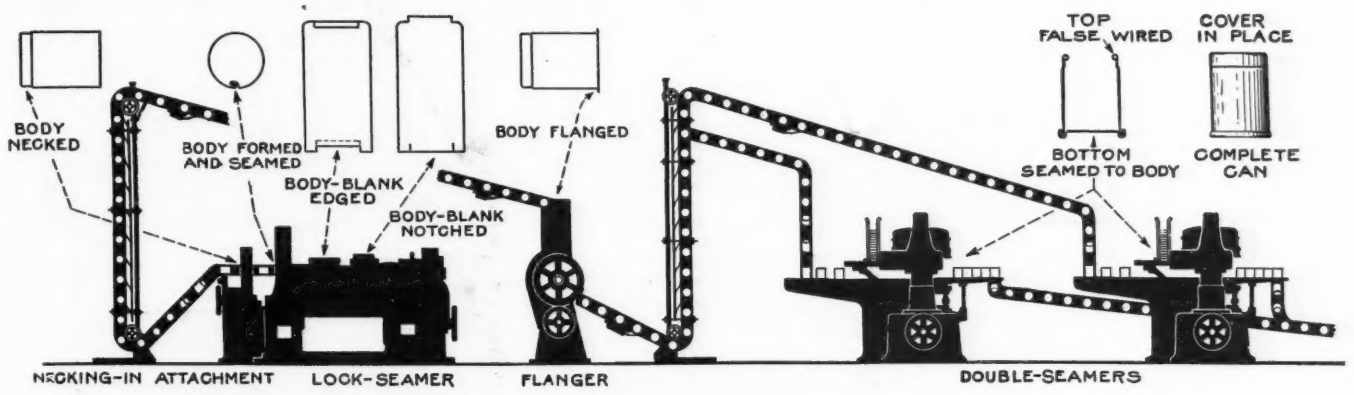


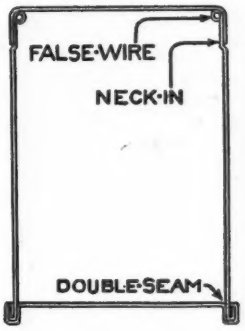


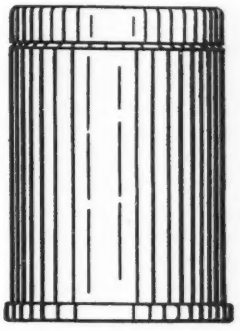

*The output of this line is 250 cans per minute*

## DRY PACKAGE CANS MADE BY CAMERON MACHINERY

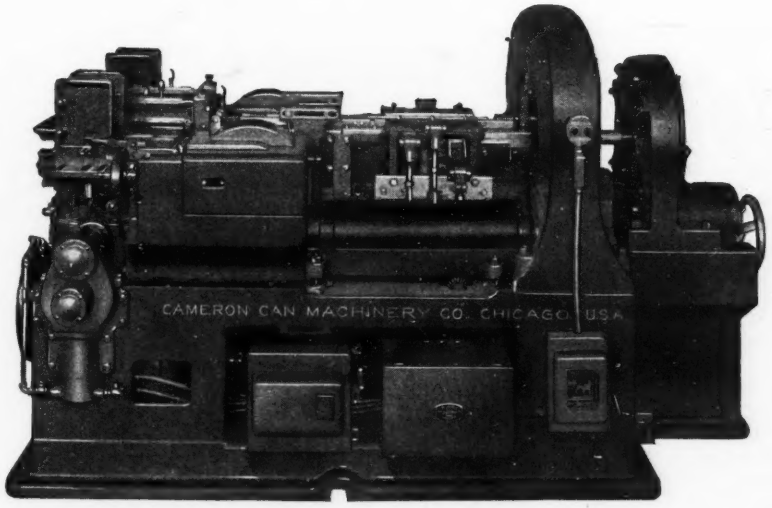
This splendid new type of can has several important features which should interest you. When the cover of this can is in place it rests tightly upon the shoulder made by the reduced diameter of the neck. The outside diameter of the cover is the same as that of the body, so that when the lid is on, the outside surface is smooth for labeling. The label makes a sure seal, and the contents of the can will not sift out.

At the same time that the Double Seamer attaches the can bottom it also rolls over the top of the body. This last feature, which greatly improves the can, is clearly shown in the section of this can.



*For Coffee, Baking Powder and other Non-Liquid Products*




No. 300 Lockseam Bodymaker with Necking-in Attachment.

# Cameron Can Machinery Co.

240 N. Ashland Avenue CHICAGO, U. S. A.

# APRIL 1905

Twenty-eight years ago a small group of men organized the Continental Can Company because they had faith in the Canning Industry and believed that it would grow.

To all Continental men and to the Old Guard of the Canning Industry, this month is particularly significant for the first shipment of Cans was made from our Syracuse Plant in April 1905.

In the intervening twenty-eight years there has been accomplished one of the most spectacular examples of modern progress—largely made possible by the unswerving adherence to a rigid policy of manufacturing highest quality cans and rendering real service to Canners.

From the small output of 532,000 cans in 1905, Continental, through its great organization, now has a yearly output that reaches into billions of cans.

From one plant in Syracuse in 1905, today Continental has 39 modern plants located at strategic distribution points in 27 cities of the United States and Cuba. These include four plants for the manufacture of can-making and can-closing equipment, and completely equipped laboratories for research in canning technology and can manufacturing.

And, finally, there has been built up a large and experienced organization to carry on its policy of progress that the Canning Industry may be even better served now and in the years to come.

S. J. Steele
Vice-President in Charge of Sales

F. A. Prahl
Vice-President in Charge of Manufacturing

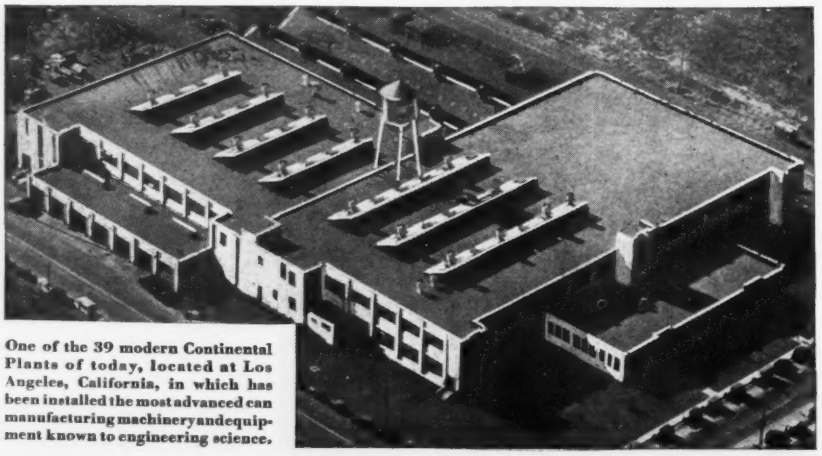
T. G. Searle
General Manager of Sales

F. G. Searle
Manager of Sales Packers Cans

C. H. Englar
Assistant Manager of Sales Packers Cans

*With Continental's present place in the Industry, a tribute to the high standards of quality of products and the service rendered by the experienced men in its Sales Division, it is fitting that we picture above the executives who have been responsible in part for this progress.*

*However, to pay tribute to all the loyal and capable Continental men who have contributed to this growth would be impossible because of lack of space.*



**One of the 39 modern Continental Plants of today, located at Los Angeles, California, in which has been installed the most advanced can manufacturing machinery and equipment known to engineering science.**

## *Now* IS THE STARTING TIME

IT won't be long now before the Canning Season will be with us. Crops will be coming in and canneries will begin to hum. Busy days are just ahead. NOW is the time to make sure that everything is in readiness to "go."

Continental has every facility ready for even greater service in 1933. Line after line of smooth-running, high-speed, can-making machinery in its many modern plants will soon be turning out cans faster than the eye can count. The Traffic Department will be concentrating on the quickest and cheapest ways to get cans to customers. Research Specialists armed with Laboratory data will be ready to serve quickly whatever emergency arises. Closing Machine inspections are being made—everything here is ready to go.

### "IT'S BETTER PACKED IN TIN"

*Modern tin cans are the strongest, lightest and most economical of all packages. They seal in and preserve all the goodness of your products. They exclude air, moisture, germs, light and other destructive elements. No other container yields so much in service at comparative cost.*

CONTINENTAL
*offers every facility for*
GREATER SERVICE
*in* 1933

# THE CANNING TRADE

Established 1878

The Journal of the CANNING and Allied Industries


## EDITORIALS

GOT TO DO SOMETHING—Men are beginning to ask what are the canners going to do about this Industry Control bill, which will shortly be passed and become law, and which it is thought will be enforced without delay. The exact requirements of this law are not plainly evident now, but it is supposed that it will establish maximum working hours, and minimum wages. Canners of perishable fruits, vegetables, fish, etc., expect to be exempted from the limited working hours, but that is not certain, and the minimum wages seem assured. The fixing of prices in industry and the rationing of production—that is the holding down of production so that the market prices, as fixed, will work automatically, would seem to be assured. That is very easy to say and possibly easy to read, but if you do not see in that a complete upheavel of all former traditions or practices, a complete scrapping of the old law of Supply and Demand, then you have not read it properly nor thought at all about it. And while we do not wish to be accused of heresy, we can't help but ask: what about the poor consumer?

But let's not get off into the ethics of the question. One requirement is that each industry must form itself into compact bodies, or Associations, and adopt codes of practice, binding upon all in that industry, and which are made to prevent unfair competition. Government force is to be put behind such codes to assure and insure their observance. So there is no dodging the issue by any canner. The question is what are the canners doing to assemble these bodies or Associations, so that the industry will be ready when the stroke falls. We understand that Secretary Gorrell, of the National Canners Association, feels that calls for such assemblies must come from the canners, as for instance from the Corn Section, the Pea Section, the Tomato Section, etc., etc., but in that case will non-members of the N. C. A. who wish to be enrolled, have to take out membership in the N. C. A.? Or will they be merely members for the one purpose? Or will each local or State Association make its own appeal, having enrolled all canners within its jurisdiction? It is supposed that the Government will take care of the canners who refuse to join with their fellow canners, those who will not play ball with the Associations, but nevertheless there are some knotty questions to solve in this quest for Utopia, and there is no time to be lost.

Apparently the National Preservers Association is tackling the matter in another way, and intends to present a united front in their demands, and recommendations. Mr. Daniel R. Forbes, Counsel to this Association, wrote on May 20th:

"An industry may formulate a code of fair practices which, if submitted to the executive authority and there approved, becomes binding upon all in the industry. Violation of the code is a misdemeanor punishable by fine or revocation of license to do business. The Executive authority can approve codes containing provisions which, except for this legislation, would amount to violations of the anti-trust laws. The President has the authority to formulate codes for those industries which do not voluntarily apply to the President for approval of codes of their own formulation.

"It is obvious that much preliminary work is necessary before a code for our industry could be formulated. Cost of manufacture, cost of materials, cost of sale, hours of labor, wage scales, etc., all must be dealt with. Probably several meetings of the trade will be required to perfect a code that would be acceptable to the executive authority.

"As Congress is expected to act promptly upon the President's request for passage it is essential that our industry be well prepared with data upon which to formulate a code if we are to receive immediate benefits from this legislation. If this program will help our business we need it at once. Therefore, the only question is whether or not you as a member of this industry are willing to come to Washington to attend a meeting for the purpose of perfecting plans for participation in this movement. The officials of the United States Chamber of Commerce have offered to assist us out of their large experience with trade conferences and have even offered us their convention room. One of their experts will be assigned to work with us. The writer and other officers of this Association will be required to put a great deal of time and effort into preparation for this meeting and this we are cheerfully willing to do if the members of the trade generally show a willingness to give it their earnest support.

"It is intended to call this meeting early in June unless unforeseen Congressional delay is encountered. We believe it should be held as soon as possible.

"As all action under this bill must be taken by associations or groups of manufacturers it is important that the greatest possible number of concerns in the industry join in the effort through one organization. I am, therefore, sending this letter to all our present members and also to those concerns which have been members in recent years.

"I respectfully ask that you inform me whether or not you will send a representative to a meeting to be held in Washington between the 1st and 15th of June and whether you are willing to respond to our questions regarding cost of manufacture, wage scale, etc. This office and its personnel will subordinate every other interest and activity for this most important movement if I get from you and your brother manufacturers assurance of active interest and cooperation. Without these, and without a sincere purpose to take full advantage of the opportunities here offered it is idle for us to enter into the large task ahead of us.

"The President here offers an opportunity to those who will help themselves."

It might be said that if ever there was a time when a Convention of all the canners, everywhere, was needed it is right now; but we do not believe so. They would get nowheres, and the discussions would be interminable. What is needed is for a competent board of representative canners from all sections, like the Board of Directors of the National Canners Association, to draft a set of regulations which they deem proper, the Counsel of the N. C. A. assisting in their formulation. Submit these, by publication or direct mail, to every canner, and then go to the Government with the agreed upon form, and it will be adopted, and it will be the best that the industry can do. That will save time and expense, be received as authorative, and do the work. The present Board is a thoroughly representative one, composed of canners of about everything that goes into cans, and they come from the largest to the smallest canneries in the business. By this means the job can be done quickly and effectively. If left open to debate the discussion will never end. And the result would be no better. After adoption, when a canner makes his request for a license to operate, and he must, he will be asked if he has signed the N. C. A. agreement, and if he has not, and does not, he will remain idle.

The thing "has got" to be done and this would seem to be the best and quickest way of doing it. It may easily be possible that you do not approve the idea in any part, but that will not change it. All industry is being faced with this move, and the canning industry cannot avoid it. They are going to lift business, trade and industry out of the slouch of despond into which they were plunged, well let's say by the depression, if they have to lift them by their own bootstraps. It is going to be an interesting venture, and some good will come of it, you may be sure.


# THE CANNING TRADE

PUBLISHED EVERY MONDAY

ARTHUR I. JUDGE, *Manager and Editor*
107 South Frederick Street, Baltimore, Md.
*Telephone* Plaza 2698

THE CANNING TRADE is the *only* paper published exclusively in the interest of the *Canned Food Packers* of the United States and Canada. Now in its fifty-sixth year.

Packers are invited and requested to use the columns of THE CANNING TRADE for inquiries and discussions among themselves on all matters pertaining to their business.

Business communications from all sections are desired, but anonymous letters will be ignored.

Address all communications to THE CANNING TRADE, BALTIMORE, MD.

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*Entered at the Postoffice, Baltimore, Md., as second-class matter.*



*THE BOOK YOU NEED ! !*

**"A Complete Course in Canning."**

*5th Edition* *386 Pages* *New Low Price $5.00*

*Published by THE CANNING TRADE.*


## GRADE ON LABELS

In the drive for more informative labels on canned foods, we intend to use on our labels Grade "A" Grade "B" or Grade "C" for at least the following number of cases, covering 1933 packs, and to have these ready on or before October 1st, 1933.

| CASES | CAN SIZE | PRODUCT |
|---|---|---|
| " | " " | " |
| " | " " | " |

DATE _____

SIGNED _____

*Mail This to*
PAUL M. WILLIAMS
Fruit & Vegetable Grading Service
U. S. Dept. of Agr. Washington, D. C.

BY _____

ADDRESS _____

# Bargains Bargains Bargains

WE have the following rebuilt, traded in and repossessed equipment for sale at substantial savings. This is your chance to fill in or bolster up your line with some real bargain machines backed up by a reliable manufacturer. Send us your inquiries at once. All machines listed are offered subject to prior sale and when they are gone no more bargains of this nature will be available. Act promptly.

### PEA CANNERS' MACHINERY

1 **15' BLANCHER,** excellent condition, can't be told from new.
1 **GOOSENECK CONVEYOR** with 12" buckets, approximate length 14'. Used very slightly.
55 **16" BUCKETS** for Gooseneck Conveyor, good as new.
2 **FERRELL 10" BUCKET CONVEYORS,** one 9½' long, the other 26' long. Very slightly used.
1 **SINCLAIR-SCOTT HYDRO-GEARED PEA GRADER,** excellent condition, very slightly used.
1 **LEWIS QUALITY GRADER,** with belt driven pump, slightly used, excellent condition.
1 **SCHMIDT-EBERTS QUALITY GRADER,** slightly used, excellent condition.

### CORN CANNERS' MACHINERY

5 **PEERLESS WHOLE GRAIN CUTTERS,** latest model, rebuilt good as new.
4 **MODEL 5 CUTTERS,** rebuilt good as new.
2 **PEERLESS MODEL F SINGLE HUSKERS,** rebuilt good as new.
3 **PEERLESS SUPER HUSKERS,** rebuilt good as new.
1 **CUYKENDALL MIXER,** rebuilt good as new.
1 **DUPLEX BATCH MIXER** complete with 80 gallon syrup tank, used only two days, excellent condition.
1 **PEERLESS ROTARY CORN WASHER,** rebuilt good as new.

### TOMATO AND PULP CANNERS' EQUIPMENT

1 **HAND PACK FILLER,** latest style with stainless steel top, rebuilt good as new.
1 **No. 3 CYCLONE PULPER,** good as new.
1 **PEERLESS 6-VALVE PULP FILLER,** rebuilt good as new.
1 **MODEL 26 BATH WASHER,** very slightly used, good as new.
1 **PEERLESS ROTARY WASHER** with perforated galvanized iron drum, rebuilt good as new.
1 **SOUDER COOKER,** 325 can capacity No. 2, No. 2½ and No. 3, used only few days, excellent condition.
1 **910 CAN A-B COOKER** with 390 can cooler, for No. 2 and No. 2½ cans, very slightly used, excellent condition.
1 **AMERICAN JUICE EXTRACTOR,** rebuilt good as new.

### MISCELLANEOUS CANNING EQUIPMENT

1 **GENEVA PUMPKIN CUTTER,** rebuilt good as new.
3 **1926 MODEL PUMPKIN CUTTERS,** practically new.
2 **TOWNSEND STRING BEAN CUTTERS,** very good condition.
2 **CAN DRAINERS,** one for No. 2 and one for No. 10 cans. Excellent condition.
1 **A-B HOT WATER EXHAUSTER** for No. 2, No. 2½ and No. 3 cans, excellent condition.
1 **HAYWARD TYPE DISC EXHAUSTER,** holds 240 eight ounce or 196 No. 2 cans, good as new.
1 **SCHMIDT LIQUID FILLER** with steel bowl and measuring pockets for No. 1 and slightly larger cans. Excellent condition.
1 **PEERLESS STEAM HOIST,** good as new.
1 **A-B CAP MARKER** for No. 1 and No. 2 cans.
1 **L'GHTNIN MODEL S PORTABLE MIXER,** excellent condition.
1 **A-B ECONOMY SYRUPER** for No. 2 cans, good condition.
3 **CYPRESS TANKS,** 1260 gallon, 500 gallon and 100 gallon capacity respectively, all in good condition.
1 **AYARS BEET TOPPER,** slightly used.
1 **No. 2 CAN WASHER,** good condition.
69 Standard size **RETORT CRATES,** basket construction with perforated bottoms. Very slightly used.

***Address Inquiries To:***

## Sprague-Sells Corporation

***Div. of***

**Food Machinery Corporation**

**Hoopeston, Illinois**

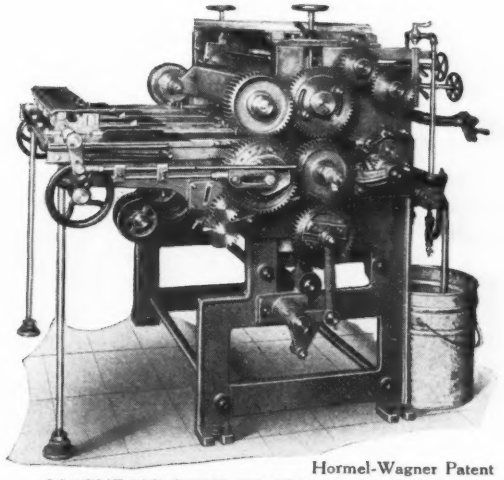


# MAGNETIC SPOT COATING MACHINE

We have just developed a new and very important feature for our product. Just the improvement that many tin decorators have been waiting for.

## "Micrometer Adjustment"

This Arrangement enables the operator to quickly set the color rollers to any required thickness of film or coating.



Hormel-Wagner Patent

*MAGNETIC SPOT COATING MACHINE.*

**This Machine is adjustable to All Sheet Sizes and has Perfectly Balanced and Exact True Running Fountain and Distributor Rollers revolving in Special Ball Bearing Journal Boxes. Furnished Complete with Rotary Pump for delivering color into fountain and a Water Cooling System on the Scraper Roller which prevents spoilage of the Composition Rollers. Absolute and Positive Register is assured and Disappearing Feed Fingers add to the already great efficiency of this unit.**

POSITIVELY NO MAGNETISM RETAINED IN THE TINPLATE.

***also manufacturers of***

Automatic Tin Plate Drying Ovens, Magnetic Tin Plate Cleaning Machines, Offset Proving Presses, Transfer Devices, Plain Coating and Varnishing Machines, Automatic Lifts for Tin Plate, Simplex Litho Plate Whirlers, Magnetic Turn Tables, Recovering of Litho Leather & Damper Rollers.

***Write For Full Particulars.***

## Charles Wagner Litho Machinery Co., Incorporated

51 - 55 PARK AVENUE, HOBOKEN, N. J.

# CROP REPORTS

*Condition of Canners' crops as reported direct by Canners. You need this kind of information, and should appreciate its value. Contribute your share and keep this column up to the minute. We urge your co-operation and invite your communications.*

## PEAS

TOWNSEND, DEL., May 20, 1933—Look very promising but late. Just coming in blossom.

VINTON, IOWA, May 22, 1933—Planting season started one week later than usual; however, seeding was completed just before our extremely wet weather set in. Some acreage has already been lost account of heavy rains. Otherwise the crop appears to be normal and making satisfactory growth.

MELROSE, MD., May 20, 1933—Looking just fair. Looks as if we would have 60 per cent crop.

RIDGELY, MD., May 20, 1933—Acreage about 80 per cent and prospects about 90 per cent or better.

GRAND RAPIDS, MICH., May 22, 1933—Owing to the wet weather we have had the last three weeks the crops are very backward in the fact that the inability to plant has retarded the season to this extent.

FAIRMONT, MINN., May 22, 1933—All planted; good stand. Condition is normal; the same as last year.

ST. CLOUD, MINN., May 22, 1933—About 10 days late.

MIDDLEPORT, N. Y., May 22, 1933—Two weeks late in planting. Too much rain and cold weather for peas to do much.

ROCHESTER, N. Y., May 22, 1933—90 per cent planted and balance will be in the ground early this week. Growing conditions good with prospects for good stand, excepting where heavy rains have injured about 10 per cent of the acreage. The late plantings, however, will need favorable growing season to produce an average yield.

CELINA, OHIO, May 22, 1933—Our crop has been materially damaged by the weather. About 15 per cent of the acreage had water standing on it and will be a complete loss to us.

VAN WERT, OHIO, May 22, 1933—No crops of any kind in the ground on account of continual rains. Growers also demanding more money and a number wanting to cancel contracts in some sections. Canners should advance all spot and future prices. It is very discouraging.

GREENCASTLE, PA., May 20, 1933—The stand for Alaskas so far is good. They are late due to excessive early rains. Yield depends on rain after bloom.

LITTLESTOWN, PA., May 20, 1933—Planted about three weeks late and now suffering from continued wet weather. A lot of them were planted in mud and with ground forming a crust there was poor germination with corresponding thin stand. Have already noticed some aphis in the fields.

ATHENS, WIS., May 22, 1933—We have just finished planting for this year's pack and conditions are just average.

CHETEK, WIS., May 22, 1933—Not planting this year. Abundant rainfall in territory. Prospects for neighboring canners are 100 per cent.

## CORN

TOWNSEND, DEL., May 20, 1933—Only one planting in the ground; very wet. Bound to be late and that will be against us for a normal crop.

CEDAR RAPIDS, IOWA, May 22, 1933—Too wet to plant. No crops planted yet and it continues to rain.

VINTON, IOWA, May 22, 1933—Account of cold, wet weather planting is at least two weeks late and only a small portion of our sweet corn acreage has been planted. The soil is carrying an excess amount of moisture, many low spots probably already wasted, and planting will not be completed until after June 1st.

MELROSE, MD., May 20, 1933—Just planting.

FAIRMONT, MINN., May 22, 1933—25 per cent planted; conditions normal.

ROCHESTER, N. Y., May 22, 1933—Began planting May 15th. Conditions good and we expect most of acreage will be planted by end of week.

GREENCASTLE, PA., May 20, 1933—Very little planted. Will be late but that which is planted is coming thru nicely.

LITTLESTOWN, PA., May 20, 1933—Farmers resisting contract prices on account of being out of line with price of field corn after recent advance. Acreage will not be large. None planted yet.

## TOMATOES

TOWNSEND, DEL., May 20, 1933—No plants set as yet. They are about one week late. Will not set before June 5th. Everything considered, it looks discouraging for full yield.

UNDERWOOD, IND., May 22, 1933—We have contracted for our usual acreage. The season will be late as it is now time for farmers to begin to transplant into the fields. At this time most of our farmers are not thru breaking due to extreme rains, and it will be June 10th to June 20th before plant setting will be finished. To get a good crop in this section, tomatoes should be in before June 2nd, and we look for a small yield this year.

CEDAR RAPIDS, IOWA, May 22, 1933—Too wet to plant.

MELROSE, MD., May 20, 1933—Just planting.

( Continued on page 25 )

*Statement of Weight for Labels*

differs for various products in the same size can. The new list of label weight requirements appears in

The 1933 Almanac

*Use Your Almanac*



ARTISTIC LABELS

PLAIN.
VARNISHED.
EMBOSSED.

THE SIMPSON & DOELLER CO.

BALTIMORE, MD.



# HAMACHEK IDEAL VINERS FEEDERS

The following important improvements have been made on Hamachek Ideal Viner Feeders during the past few years:

The specially designed feeding chains are heat treated, which adds considerable life and strength.

The distributor is now pivoted so that its discharge end automatically raises when too large forksful are fed into the feeder. Any forkful that can enter between the distributor will pass into the viner without clogging.

The sides of the feeder are held apart with cast iron braces so that the discharge end of the distributor adjusts itself automatically according to the size of the forksful of vines.

Our standard machine is now made so that when it is installed its feeding end is about twenty inches lower than the opening in the viner, which results in easier pitching. Longer feeders can be furnished for convenience in pitching vines from the floor.

The machine has been redesigned and many improvements incorporated because of knowledge gained from twenty-three years of experience in the manufacture of viner feeders.

## FRANK HAMACHEK MACHINE CO.

KEWAUNEE » « WISCONSIN

*Also Manufacturers of*

VINERS, ENSILAGE DISTRIBUTORS, AND CHAIN ADJUSTERS

# Canners League of California Holds Annual Meeting

## San Francisco, May 16, 1933

THE twenty-ninth annual meeting of the Canners League of California was held at the Palace Hotel, San Francisco, on May 16, following two postponements resulting from legislative activities and the banking holiday in March and the hurried trip of President Elmer E. Chase to Washington, D. C., in connection with the proposed thirty-hour week for industry. In recent years the annual meetings have been held at Del Monte, but this year's gathering, confined to a single day, was called for San Francisco in the interest of economy and attendance. More than one hundred attended the sample cutting, the luncheon and the general session.

The morning was given over to the sample cutting in the Concert Room, with attention given apricots, cherries, fruits for salad, pears, peaches and experimental varieties of apricots and peaches. W. Geary, T. A. Alton and F. A. Dixon served as directors of the sample cutting, with a corps of fourteen technical assistants.

An interesting feature of the sample cutting was a display of experimentally canned products from the Fruit Products Laboratory, University of California, with Professor W. V. Cruess and several assistants on hand to explain the work being done. Among the items shown were canned apricot beverage, canned peach beverage, canned crushed peaches, between-meal-prunes, flavored ripe olives, canned green olives, vegetable salad in acidified brine, canned raisins, ready-to-serve prunes, frozen canned apricot and peach beverages, cherries in calcium sulfite, grape beverages, frozen pack vegetables and jams prepared in England, Germany and Denmark from fruits shipped to these countries in barrels and preserved in a 3,000 p. p. m. solution of SO2.

Several of these items were new, such as the flavored ripe olive, canned in brine lightly flavored with fennel, garlic and celery seed; canned green olives packed after the ripe olive style, and raisins and prunes packed by improved procedure.

The new varieties of apricots and peaches were given careful attention by canners, the showing suggesting that progress is being made in developing new varieties for canning.

The McKinley apricot, as grown in both the San Joaquin Valley and the Santa Clara Valley was shown in sample cutting from experimental packs made by the G. W. Hume Company at Turlock, and the Richmond-Chase Company, San Jose. There were also samples of the Freites apricot, grown on the Freites ranch near Lawrence and packed by the Pratt-Low Preserving Company, Santa Clara.

The Andross cling peach, grown by Albert K. Andross, Yuba City, and packed by the Harter Packing Company, of that city, showed up well in the sample cutting. This is a late Midsummer of excellent canning quality. The Freestone Muir x Paloro, originated at the U. S. Plant Breeding Station, Stanford, and grown on the Tagus Ranch, Tulare, is a very attractive freestone peach, with possibilities as a canning and drying peach. The samples were packed by Libby, McNeill & Libby, at the Selma plant. Samples of the Giblin cling peach, grown at Modesto and packed by the Pratt-Low Preserving Company showed considerable promise.

Following the luncheon in the California Room, a session was given over to a discussion of the sample cutting, with Robert M. Barthold, of the California Packing Corporation, acting as chairman and pinch hitting for G. H. Bradt, of the Hunt Brothers Packing Company. Chairman Barthold opened the session with the hope that canners would works for costs, plus a reasonable profit, and that packs would be held to quantities that can be moved. He cited how the salmon market had improved, after a disastrous start, and how prices had been stepped up by making the advances gradually.

H. Dodd led off the discussion on the apricot cutting and expressed the opinion that the pack did not make quite as good a showing as did that of the previous year, despite the fact that the fruit was of excellent quality. He expressed the opinion that by more careful grading a more attractive product can be turned out. It was his observation that the samples showed that the canner whose pack was poor in any one grade, neglected all other grades as well, and that those who put up a quality pack in one grade did the same through the list.

W. U. Hudson reviewed the sampling of cherries, saying that the pack of this fruit seemed to be up to that of former years. Fruit seemed remarkably free from blemishes, green cherries were happily missing and the grading for size was good, with the syrup better than last year. Some of the standards were found to be as good as choice and were held to be too good for this grading.

Fruits for salad made a poor showing, according to Mr. Hudson, and other speakers held the same opinion. The fruit measured up to specifications, but the gen-

eral appearance was held unsatisfactory, with cherries running quite badly and apricots off color. Some samples were found with unstemmed pears. Dr. J. R. Esty, of the National Canners Association, Western Branch Laboratory, said that quite a study had been made of the bleeding of cherries into other fruits and that it had been concluded that all cherries have this failing. One canner advised that he packs fruits for salad only to order as the syrup discoloration from cherries comes gradually.

C. B. Weston led the talk on pears and suggested that the showing was a splendid one, with color uniformly good and all the samples stemmed, adding to appearance. Lack of uniformity in size and indifferent workmanship was noted in a few samples.

Peaches came in for discussion by L. W. Dierkes, of San Jose, who commented on the fact that Fancy Phillips made a better showing on the whole than did Midsummers, some of the latter being a little soft and scarcely so uniform. Choice Midsummers were praised for their attractive appearance, with standard not rating quite as high in its class.

The experimental varieties of apricots and peaches came in for attention and some of the characteristics were pointed out by G. W. Shannon.

R. L. Pratt, of the California Packing Corporation, warned against the danger of over-packing, suggesting that the improved sales of the past month might easily lead canners to become overconfident. He cited an instance of where one canner declared that he could pay $25 a ton for peaches and sell the canned product at $1.10. He told of another operator who went East by plane to sell asparagus at the lowest price ever quoted, and one which may easily be below cost. This, he said, was not the right attitude. He urged the holding down of the pack to quantities that can be moved at prices in keeping with the times, but with a margin of profit to all concerned.

President Elmer E. Chase told of his hurried trip to Washington to appear before the Labor Committee of the House of Representatives on the proposal of adopting a six hour day and a five day week for industry. He said that the charts prepared by Secretary Preston McKinney, showing how the peaks come in the ripening of fruits and vegetables proved very valuable in the hearing. In answer to a direct question at the hearing he said he placed the position of the California canning industry before the committee when he testified that canners would be unable to handle the fruit crop on the short hour basis.

Secretary McKinney explained some parts of the Agricultural Act, in the light of last-minute information, and suggested that canners might be prepared for a complete re-writing of the Foods and Drugs Act.

F. A. Wilder, chairman of the Executive Committee, presented a report on the work of the League for the year, offering this in the form of a brief summary. The report of the Operating Committee was presented by A. W. Eames and this is to be sent members in printed form. I. F. Lyons reported for the Traffic Committee, showing that this had been very active during the year. Treasurer G. S. Lackie presented the financial report, showing that the League was in good shape, despite the trying times and legislative expenses, while H. E. Gray reported for the Auditing Committee.

Secretary Preston McKinney brought up the matter of financing the work of the Canners League, directing attention to the fact that the State has arranged to collect direct from canners for certain inspection and control work, formerly paid through the League. It was decided to continue collecting dues on the sliding schedule in effect for years and to continue the collection of 20 cents per one thousand cans from the can companies. Should a surplus accumulate, refunds may be made at the discretion of the Board of Directors.

W. S. Everts spoke on State legislation affecting the canning industry and said that legislation aimed directly at the industry, such as the dating of all canned products, had been disposed of without difficulty and that no measures menacing the industry had been passed.

F. A. Wilder spoke on markets and again warned against over packing. He declared that good times do not necessarily mean profitable business for canners, pointing out that surpluses had accumulated and prices started downward when times were still considered prosperous.

Dr. J. R. Esty, of the National Canners Association Western Branch Laboratory, suggested that it would be well for canners to pay more attention to the declaration of net contents on labels, saying that there was quite a discrepancy in some instances between declaration of net contents and actual can contents. The morning cutting bee showed quite a wide variation in fill and attention was directed to the factor which temperature plays in head space in cans. Some of the cans investigated had more than the allowable head space and some were below weight.

The lone resolution of the meeting, read by Secretary McKinney, and unanimously adopted, was as follows:

> *"Whereas,* attempts have been made in many countries to alleviate the effect of declining world prices by means of tariffs, import licensing systems, quotas, controls of foreign exchange, and by outright embargoes, and
>
> *"Whereas,* the lack of stability in exchange has become an additional factor in international trade and has tended to make the sale of merchandise more difficult, and
>
> *"Whereas,* these conditions have greatly affected the exportation of California canned foods, to the detriment of the canning industry and the growers of this State.
>
> *"Now, Therefore,* be it resolved, that the Canners League of California, in convention assembled, endorses the policy of reciprocal tariff arrangements and the stabilizing of currencies, in order that the international exchange of merchandise may be resumed and the restoration of economic stability encouraged, and to this end endorses efforts of the present administration at the coming world economic conference to accomplish this program."

The election of directors resulted in a choice, as follows: J. C. Ainsley, A. C. Cutler, A. W. Eames, G. Felice, H. G. Maxson, D. C. Kok, and Ed. Powers. The directors will meet at an early date, when officers will be chosen.

# BETTER PROFITS

*A department devoted to the consideration and discussion of sales questions of every kind, and to every phase affecting the sale and distribution of canned foods; therefore, of utmost importance to every canner, because on your sales depends your profits. Improvement in selling methods must result in better profits. Conducted by an Expert of long experience, but whose identity will be kept hidden.*

QUESTIONS INVITED, AND YOUR OPINIONS WELCOMED.

A SUBSCRIBER in Maryland writes:

*"Some few weeks ago I received a card telling me about some Premium exposition to be held in Chicago, Ill., May 15th to 19th inclusive. Considerable was said in it concerning reduced fares on the railroads and the roster of officers and directors was quite imposing. Frankly, I had never heard of the association sponsoring the convention, and I wonder if I have missed something by not attending."*

If our friend or friends are located within a day and night traveling distance and ever receive another invitation to attend this convention they should do so if they are at all interested in building sales. I know the association received an invitation to hold its next annual convention in Albany, N. Y., and it will probably be held in the East next year even if it does not go to Albany. If this proves to be the case, Eastern canners will be able to attend without great expense or inconvenience. A visit will prove worthwhile.

The organization, behind the National Premium Exposition, is the Manufacturer's Merchandise Advertising Association, Inc., of New York City. At present Mr. W. L. Sweet, of Rumford Chemical Works, is President; Mr. H. W. Dunk, Nestle's Milk Company, Secretary, and Mr. Davidson, Colgate-Palm Olive-Peet Company, Treasurer. Our reader is right in saying the list of officers and directors is imposing.

This year they attracted over one hundred exhibitors to their exposition and no sales executive could possibly have seen the displays, and listened in at the sessions, without having taken back to his office a bigger and better knowledge of premium advertising than he might have obtained in any other manner. I am afraid too many of us consider premium advertising in the light of nuisance advertising and do not fully realize how many old, well established firms have founded their business progress and profits on premium advertising. Or if we do, we only dismiss the matter with the faulty conclusion that premium advertising is not for us, that only firms such as Proctor & Gamble, General Foods and Colgate-Palm Olive-Peet can successfully engage in premium distribution for the purpose of increasing sales. Such reasoning is not at all in line with the facts in the matter.

Like so many forms of advertising activity, the promotion of sales by means of premium distribution is adapted to the needs of the smallest and the largest canner. Through many years spent in food sales I can remember some of the largest consistently following this method of increasing sales. I have known some to attempt the discontinuance of premium advertising after having a fine start in it, then I have seen them take it up again. Right now I know of no principal once fairly and honestly committed to premium advertising who ever finally gave it up and continued in business. As a matter of fact, the food field is one in which premium advertising has been most consistently and successfully used, still, only a few canners of fruit and vegetables have adopted this form of advertising. This is surprising.

Let's consider the principal function of premiums. They are:

To introduce new products.
To increase sales of old products.
To offset competition.
To secure new dealers.
To secure more sales per clerk.
To secure more sales from each jobber's salesman.
To move slow selling items.
To hold old customers.
To secure names of new prospects.

I have made no attempt to list these uses in their relative order of importance as each user will have his own principal objectives in premium use. I feel they have at least two prime uses in the hands of every packer. Premiums help mightily in holding old customers. The use of special premiums in the proper manner introduces new products where other methods often fail or prove far more costly.

Here I have intimated there is more than one way in which premiums may be used. Yes, their employment can be plainly divided into two principal classes. The first, the use of a special premium. Example, General Foods Company gave away millions and millions of jelly molds, using thousands of lines of newspaper space to support the campaign. As a matter of fact, they used a minimum of 1,000 lines in every city of the United States with a population of 25,000 and and over. The second, the use of a coupon on the product, good for or toward the redemption of from 600 to 3,500 premuims beautifully illustrated in a

premium catalogue: Example, Colgate-Palm Olive-Peet with upwards of fifty or more premium gift shops or premium depots.

Readers will say at once they cannot be classed with either of the two firms mentioned, and this is probably correct, but any canner can secure a premium to be given away with a sale of his goods as an introductory proposition. He can decide on a single market in which he would like to test this form of sales promotion.

Suppose a line packer has several hundred cases of Fancy Rosebud beets, 100 or over, to retail at from 25 to 30 cents a can. Right now they are not moving well, he is tempted to cut the price on them in order that he may move the stock. Rather than do this he can select a premium to be given with the sale of one or two cans and when this has been done the temptation to reduce the price has been removed, buyers will be less anxious to purchase the lot at some ridiculously low figure.

How do you arrive at the cost of a special premium, you say?

Do not pay over one-third of the price of your unit sale at retail. For instance, if you expect your beets will retail at 29 cents a can, pay from eight to ten cents for the premium to be given away. This amount will buy a very nice special premium, you can move a lot of beets with such a premium. If you feel the gift you select, should be associated with the product you are selling, let me tell you that the Cocoa-Cola Company when faced with the problem of increasing the sale of their case, twelve bottles for the home, offered a $6 De Luxe Dover Electric Iron to the housewife who bought six cases and paid something like $1.98 for the iron. There is no connection between the electric iron and Cocoa-Cola yet the company disposed of over a quarter of a million irons. You see, all you need to be certain of when selecting your gift premium is that you hit on something people want.

Having selected your premium, arrange for a window poster advertising it, plan on supporting your distribution of premiums with newspaper advertising. Secure all the window displays of your product and its premium you may be fortunate enough to get. Agree to give each retail grocer displaying your offer one of the premiums for his own use and in return for his extra work in the matter. It will be well for you to offer premiums to your jobbers' salesmen who give you loyal support and say it with an amount of orders up to some predetermined amount you have set. Do not offer the same premium to them which you have arranged for the housewife, give the salesmen traveling bags or midget radios.

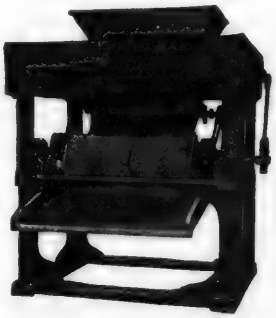
Try a special premium sales plan as suggested, work it hard and faithfully, next season you will want to attempt something of the same sort but on a more comprehensive basis.

If you have a problem in distribution and which you feel premiums would help solve, send it to us, be specific, give us all the data in connection with it, tell us the market you want to crack, how much you want to sell in that market and we'll do our best to help you.

If you feel you would like to adopt a long term coupon plan for your line, tell us what you have in mind and it is possible we may be able to show you a short and rather inexpensive road to the goal you have in mind.

Adopt some form of premium advertising and you will start this year toward the better profits for which you have been looking.

LAST CALL FOR SEASONAL DISCOUNTS!



May is the last month in which we can allow a special seasonal discount on TOWNSEND String Bean Cutters, SHERMAN String Bean Fillers or parts for either.

Act NOW: our current low prices can only be guaranteed while our present stock lasts.

**Burton, Cook & Co.**
Rome, N. Y.

POWDERED APPLE PECTIN

SPEAS-NUTRL-JEL

NEUTRAL IN COLOR AND FLAVOR

Write or Wire for Samples and Prices

SPEAS MANUFACTURING CO.
Kansas City, Mo.

Licensed under Patents 1,646,157, Oct. 18, 1927; 1,655,398, Jan. 3, 1928; Application 166,020 Feb. 4, 1927.

## CANNED SKUNK

FROM Punxsutawney, known the world over as the original groundhog center of the universe, and where the prognostication of the Old Seer on February 2nd never fails, comes a story from J. H. Barkley, Secretary of the Jefferson County Sportsmen's Association, to the effect that some other animal tried to horn in on the Old Seer's territory the other day and got caught. The intruder was a skunk, wandering around with a salmon can on its head and a very apparent conviction that everyone who approached was trying to "do him wrong." The fact that the skunk couldn't see didn't serve to promote familiarity on the part of the onlookers. "I know he can't see," said one individual who was urged to an effort at removal of the can from his skunkship's head, "but it isn't his eyesight that worries me."

## NEW DEFINITION FOR APPLE BUTTER

THE Secretary of Agriculture upon recommendation of the Foods Standard Committee has just promulgated the following definition for apple butter:

"APPLE BUTTER is the semi-solid product obtained by cooking to a suitable consistency the strained edible portion of apples with sugar and/or dextrose, with or without one or more of the following: Apple juice, boiled cider, spice, salt. In its preparation not less than 5 parts by weight of the strained apples are used to each 2 parts by weight of sugar and/or dextrose. The product has a characteristic apple flavor and is commonly spiced."

It will be noted that the use of dried apples is not recognized in this definition. The Department of Agriculture indicates that under the authority of the decision of the Supreme Court in the case commonly known as the "Waste Vinegar Case" it will require a label declaration to indicate when dried apples are employed. You will shortly be advised as to when the Department will begin enforcing this rule.

It will also be noted that the Food Standards Committee failed to include in the definition the specification of not less than 43 per cent water soluble solids. As most of the abuses met in the trade has been in the form of apple butters from which moisture has been insufficiently removed by concentration and showing 30 or 35 per cent water soluble solids it is readily seen that this new definition fails to provide the consumer protection against what our Association considers the commonest and worst form of adulteration. Under the provisions of this definition a low grade apple butter made from fresh apples of questionable quality and containing excessive moisture can bear the designation of "Pure Apple Butter" and unfairly compete with high quality apple butter made of a fancy grade of dehydrated apples and properly concentrated. The definition also fails to provide for the use of either vinegar or other acidulants although it recognizes the use of corn sugar. "In my opinion it is the poorest definition so far produced by the regulatory officials," says Daniel R. Forbes, counsel to the National Preservers Association.

## WINDOW DISPLAY HELP

THOSE of you who take an active part in helping the grocer sell your goods thru window displays will probably be interested in the booklet "How to Put the Win in Windows," published by the Dennison Manufacturing Company, Framingham, Mass.

The booklet contains many suggestions for the "well dressed" window in various lines of industry which could be well adopted to canned foods. It also fully describes the manner of making displays. It should prove invaluable to salesmen calling on the trade direct.

## CANNERS TO INSPECT EXPERIMENTAL PLOTS MONDAY, MAY 29th

*Meeting to be Held at Easton and at the Maryland Sub-Station, Ridgely*

A FIELD meeting of pea canners will be held on Monday, May 29th, to observe the varieties, fertilizer and root-rot tests being conducted on plots of C. T. Wrightson and Son, Easton, Md., and at the Maryland Experiment Sub-Station, Ridgely, Md. This work is being conducted in cooperation with the Experiment Station and Extension Service. The program of the meeting is as follows:

Monday, May 29th—

10:30 A. M.—Easton, Md.—Meet at factory of Chas. T. Wrightson and Son.

11:00 A. M.—Inspection of pea variety test. Varieties: Resistant and Susceptible Alaskas, Maryland Alaska, Wisconsin Early Sweet. Fertilizer test.

12:00 P. M.—Lunch—Riley's Restaurant, Easton, Md.

2:00 P. M.—Sub-Station—Ridgely, Md.
Inspection of pea variety test.
Varieties: Resistant and Susceptible Alaskas, Maryland Alaska, Wisconsin Early Sweet, Surprise, Early Canner, Roger's "C."
Other tests with peas at the Sub-Station to be inspected are: Fertilizer test, green manure versus stable manure, winter versus spring plowed land, root-rot plots, and etc.

## A STUDY IN FLOOR WEAR CAUSED BY TRUCK WHEELS

LEADING maintenance engineers in every industry have long been vitally concerned over the floor problem in plants, warehouses, loading platforms and docks where heavy traffic of industrial tractors and trailers frequently has caused huge repair bills.

Engineers of The B. F. Goodrich Company, Akron, Ohio, have been making exhaustive study of this problem to determine difference in floor wear caused by metal wheels on industrial tractors and trailers and those equipped with rubber tires.

In one of their most graphic tests, these engineers constructed two identical discs of reinforced concrete, using the same mixture found in standard floor practice.

These discs were 36 inches in diameter, and 2½ inches thick, built with one ⅞ inch wide expansion joint, and one ⅜ inch wide standard section joint.

Used in the test was a metal wheel and a wheel equipped with a roller type compound tire, a common installation for free rolling wheels, each 9 inches in diameter, with a 1¾ inch face.

Load on each wheel during the tests was 883 pounds. The radius of each wheel path was 14⅝ inches and the speed uniformly maintained at 83 R. P. M.

Results were:

The metal wheel broke the concrete badly both at the expansion joint and the standard section joint, as well as wearing down the concrete along the path of

the wheel after 44 minutes of operation, or 3,632 revolutions of the wheel.

The rubber tired wheel, after being run continuously on the concrete disc for 46 hours, 231,650 revolutions had made no effect on the concrete, either at the joints or in the cutting of any path.

## MOVE NORTHWEST HEADQUARTERS

THE Lawrence Warehouse Company, the largest operators of field warehousing in the United States, have moved their headquarters for the Pacific Northwest to the United States National Bank Building, Portland, Ore. This move was necessitated by the constant growth of Lawrence Company's operations and consequent necessity of a location centered in the financial district, because of the Company's close working connections with Portland's banking institutions.

Field warehousing, in which this Company specializes, is essentially a means of enabling bankers to secure large loans with inventories of basic and semi-basic commodities. This is accomplished by the creation of a branch public warehouse on the premises of the borrower, thus eliminating the costs of transportation and labor that would be necessitated in placing the goods in some public warehouse far removed from the point where the goods will be needed when released or no longer required as collateral.

The field warehouse operations of the Lawrence Warehouse Company have been very extensively conducted in the lumber and canning industries in the Pacific Northwest and are said to have been applied to over 150 different commodities in national operations, which involve upwards of 300 of these field, or branch warehouses.

The President, under whose guidance the Lawrence System of field warehousing has been developed, is A. T. Gibson. The Branch Manager is Robert E. Manning. Both of these men are well known in Portland business circles. Mr. A. T. Gibson makes his headquarters in San Francisco where the executive offices for the whole system are located.

## 1933 DIRECTORY SYRUP AND MOLASSES INDUSTRY

SECRETARY GEORGE P. WILLIAMS of the National Syrup and Molasses Association, Kansas City, Mo., has just issued a Directory of his industry, for free distribution.

It is a very handy little book, containing not only the full list of such firms, but a large assortment of important data bearing on that industry. It covers maple sugar, maple syrup, sorghum, corn sugar, and honey.

**PHILLIPS SALES COMPANY, Inc.**

**Brokers and Commission**

*Canned Foods and Canners' Supplies*

**Located in the heart of Maryland's great packing industry. Brokers and representatives desired in all markets. Packers' accounts solicited.**

**CAMBRIDGE · MARYLAND, U. S. A.**

# QUALITY SEED PEAS

*Canners' Varieties Exclusively*

Quality is to seeds what character is to an individual. Our seed peas possess the dependability that follows careful breeding.

## GALLATIN VALLEY SEED COMPANY

**BOZEMAN, MONTANA**

# Wanted and For Sale

*This is a page that must be read each week to be appreciated. You are unlikely to be interested every week in what is offered here, but it is possible you will be a dozen times in the year. If you fail to see and accept your opportunity your time is lost, together with money. Rates upon application.*

## For Sale — Machinery

FOR SALE—1 No. 3 TOWNSEND String Bean Cutter rebuilt to 1931 specifications, without Automatic Hopper Feed. 4000 lbs. per hr. capacity — new machine guarantee. $200.00 net FOB Rome, N. Y.
Burton, Cook & Co., Rome, N. Y.

FOR SALE—2 Langsenkamp Tomato Juice Extractors. Perfect condition. Used one season.
Address Box A-1916 care of The Canning Trade.

FOR SALE—New Machinery: No. 10 Fillers for Fruits and Vegetables; No. 10 Can Conveyors with or without Syruping attachments and Inspection Tables for peeled tomatoes. A liberal discount to purchasers during the month of May.
Frank M. Wright Co., Box 106, Olean, N. Y.

FOR SALE—
1 Huntley Pea Blancher
10 Sprague Cooking Retorts
1 Steam Crane
1 Sprague 1 lb. Filler; could be used for tomato paste
1 Sauer Kraut Cutter
4 Cabbage Corers
2 Pea Viners
The above are in A-1 condition and will be sold cheap
Address Box A-1917 c/o The Canning Trade

FOR SALE—Two Ayars Universal Fillers, Monel fitted throughout, very slightly used, practically new.
Dr. P. Phillips Co., Orlando, Fla.

FOR SALE—One practically new Burt Labeler for No. 10 strip labels, absolutely as good as new. One A-B Cooker for No. 2½ and No. 3 cans at bargain prices.
A. K. Robins & Co., Inc.,
Lombard & Concord Sts., Baltimare, Md.

FOR SALE—35 H. P. Boiler, 16 H. P. Engine, 40 ft. Stack and 3,000 Bricks in good condition.
Geo. W. Morse & Sons, Forest Hill, Md.

FOR SALE—Scott Viner Cylinder for Limas. Rubbers attached. Brand new; cheap.
Address Box A-1920 care of The Canning Trade.

## Wanted — Machinery

WANTED—One used Kern Finisher, also one used Ayars Corn Shaker. State condition and lowest cash price.
Address Box A-1918 care of The Canning Trade.

## For Sale — Plants

FOR SALE—Tomato Plants from certified seed: Baltimore, Bonnie Best, J. T. D., Scarlet Topper, Marglobe- 500 65¢; 1,000 $1.00; 5,000 lots 90¢ M. Pepper Plants: Ruby King, California Wonder, World Beater - 500 70¢; 1000 $1.25. Porto Rican Potato Plants - 1,000 75¢, 5,000 lots 60¢ M. Broccoli - 500 75¢, 1,000 $1.25. Egg Plants - 500 75¢, 1,000 $1.25. No order is too large. Satisfaction guaranteed.
Sims Plant Co., Pembroke, Ga.

FOR SALE—10 million fine Cabbage Plants: Copenhagen, Ballhead, Flatdutch, etc.; 50c per thousand. Tomato Plants from Certified stock seeds; also treated and sprayed to avoid disease. Marglobe, Baltimore and Stone. Special wholesale prices to canners. Good select, hand picked plants and 100% live delivery guaranteed by our truck or express. Shipping capacity half million daily.
Farmers Supply Co., Franklin, Va.

## Situations Wanted

POSITION WANTED—As Factory Superintendent in plant canning corn, stringbeans, apples, etc. Best of references. Married and 37 years old. Will go anywhere.
F. P. Turner, West Farmington, Me.

POSITION WANTED—In a canning plant as Superintendent, Foreman or work of any kind in the factory. Have had 25 sears experience packing fruits and vegetables. Will work for any reasonable salary that the canning company can afford to pay. Can furnish good references.
Address Box B-1913 care of The Canning Trade.

## Help Wanted

WANTED—Experienced preserve cook for Eastern plant, who is fully familiar with the making of preserves and jellies. Desire man preferably with experience using vacuum pan which contemplate installing. Reply giving details of past experience and present salary requirements.
Address Box B-1915 care of The Canning Trade.

WANTED—Cannery Supertintendent throughly experienced in the canning to tomatoes, with investment up to $3,000 and services to operato tomato cannery in good operating condition in Central Indiana. Owners will put up additional $3,000 and plant, which is ready to operate. The position will have an excellent salary plus 40% interest in profits of plant for investment.
Address Box B-1919 care of The Canning Trade.

## SMILE AWHILE

*There is a saving grace in a sense of humor.*
Relax your mind—and your body. You'll be better mentally, physically—and financially.
SEND IN YOUR CONTRIBUTION.
All are welcome.

### KNEW ITS LANGUAGE

A certain famous motor car manufacturer advertised that he had put a car together in seven minutes. The next evening he was called on the phone at dinner time and asked if it were so.

"Yes," was the reply. "Why?"

"Oh, nothing. But I believe I've got the car."

### RULES DON'T COUNT

Wrecked Motorist (opening his eyes)—I had the right of way, didn't I?

Bystander—Yes, but the other fellow had a truck.

### MRS. FIXIT IN LATIN

Two college girls were having lunch together.

"My dear," said one, "why do you always call your mother 'the mater'?"

"Because," answered the other girl, "she managed to find husbands for all my seven sisters."

### ILLMANNERED

A fellow who stood in front of a dental display window. "I think I'll get a pair like that," he mused.

"Hush," said his companion, "don't you know it's impolite to pick your teeth in public."

### DRAWING A LINE

"I say, waiter," exclaimed an indignant customer, "here's a piece of wood in this sausage!"

"Yes, sir," said the waiter; "but I'm sure—er—"

"Sure, nothing! I don't mind eating the dog, but I'll be darned if I'm eating the kennel, too!"

### TOO MUCH

Tim—That aviator flying so high is a coward. He is surrounded by fear.

Slim—You're crazy. What kind of fear could surround him?

Tim—Atmosphere, old man!

### HERE'S HOW

Mrs. Borden Lodge—I think one chicken really ought to go around among 12 borders.

Mr. Simon Pure—It won't go around voluntarily, but you might bring it on alive and chase it around.

### EVERYBODY HAPPY!

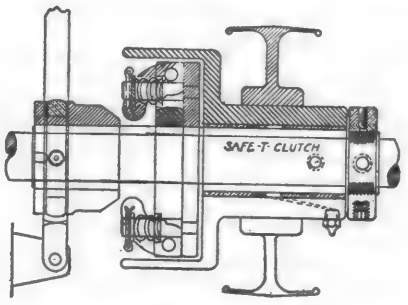
Reverend Jones had stopped to chat a moment with Jerry.

"Our teacher's sick in bed today," Jerry volunteered.

"Oh, is that so? What's the complaint?" Mr. Jones asked sympathetically.

"No complaint," replied Jerry blithely, "Everybody's satisfied."


# Safe - T - Clutches




Designed for Judge Syrupers. Proved so good, we sell them separately.

Mounted on a sleeve - you just slip them on shaft. Fasten with set screws or pin. No keys to cut. Great for replacement on "chewed up shafts".

Can be set to pull the load or slip if overloaded or if machine jams.

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# THE MARKETS

## IN LEADING CANNED FOODS CENTERS

## WEEKLY REVIEW

**Spots Cleaning Up Rapidly—Popular Consumption at a High Rate and Increasing—New Goods Should Bring a Premium—Altogether a Sellers' Market—Crops Backward.**

SPOTS DISAPPEARING—This immediate section has been low on spot canned foods of all kinds for a long while, and prices would have advanced here sooner and to a higher point, had it not been for other sections which were slower to realize the actual condition. Now, however, other sections see the smallness of the piles remaining, and buyers are having a hard time locating the goods they want, and prices everywhere are on the up and up. Buyers overlooked the fact that the consuming public was bent upon getting the most for its money, and has come to know that a can of food produces more "eats" upon the table than any other kind, or of the kind to be prepared in their own kitchens. That demand has been flowing over the counter in a steady stream for months and months, until all retailers' as well as wholesalers' stocks have worked down to the bare floors. So now hand-to-mouth buying is paying its penalty: the inability to get supplies even at the advancing prices. This is what we warned the canners of months ago, and doubtless many of them have profited by holding out stocks which they could readily have sold at the low prices, but which they can now sell, even more readily, at much higher prices. There is no surprise in this cleaned up condition, and it can but grow steadily worse until the major crops have had their new canning season, later this summer. You can't add to spot canned foods supplies by wishing; new crops will have to be grown and new goods packed before any additions can be made. And if you are indulging the hope, or the fear as the case may be, that there are huge blocks being held off the market, as might have been in days of old, get that out of your mind. As hard up for money as have been all in this industry, such blocks would have come out, and did come out. No, it is a genuine clean up—because the people are eating more than the normal supply—and the higher prices are thoroughly warranted and the advances have not ended. Record "highs" in canned foods prices usually happen in June and early July, the tail-end of the season, just before new packing begins. Among the staples, peas would be the first so affected, but pea stocks are so reduced that their position is now solid. The new packs will come upon the best cleaned up condition that industry has seen for years, if ever before. And new supplies will be later than usual; so late, in fact, that it is no prediction to say that the so-called Southern packed peas—those packed in this region and along the parallel latitude across the country to the West—will have been cleaned out as fast as packed, and all be gone, before Wisconsin, New York and other heavy producing areas begin production. If those packers will bear that in mind, and if they have not sold out their entire prospective packs as futures there is a golden opportunity here to pack, *and to sell,* new packed peas *above* the market this year. That has never been done before; but it ought to happen this time.

And by the same token early canners of all staple canned foods ought to be able to get a premium for their goods this season; but they must ask for it, and not throw the goods on the market far below ruling prices, as they have invariably done. The market gardner reaps the cream of the prices when he can get onto the market with early goods; but with the canners it has been exactly the reverse: those coming on the market with the first goods always sell them far below the market! Let's see if this cannot be changed this eventful year of 1933. It is entirely up to the canners, and how they handle their business. It might pay you to hand this information or hint on to the canner who may not be keeping himself posted.

Prices are, actually, of little consequence, for it is distinctly a sellers' market, and the price you get for the goods you have to sell is wholly a question of the amount of backbone you possess. Don't be a hog; be satisfied with a fair profit covering costs to date, but don't let the goods go until that point is reached. When it is reached, let them go and let the other fellow do the gambling. Everything in canned foods is included in this, so do not call up exceptions in your minds, even canned corn is moving strongly upwards because it is selling like hot-cakes. Fish, fruits, vegetables, milk and specialties are all included, and you will find the new prices on the market page.

If you have sold yourself out on futures, your prospective 1933 pack, at the low going prices, well that's too bad; you may be able to absorb any or all advances in costs which may happen from the things that are taking place; and the present indications of better times returning may all be the bunk, but it does not seem to be the best way to play the market. However,

the canners have always been gluttons for punishment, and the wholesalers and distributors certainly ought to love them for their generosity. We tried to warn you.

There is no question about more men going back to work, and more money to spend than we have had for two years; how they are spending it is an important consideration. Bakery wagon drivers, delivering to homes, had fallen off to a mere dribble in their sales, the customers taking bread products only, apparently, when they took anything. Last Saturday these wagon sales jumped up to pre-depression days. Department and other stores are finding sales increasing to old time proportions, for the staples or absolutely necessary things! Get that point, for this is also being reflected in the buying of foods. As might have been expected the first benefits of money from employment fell upon foods and they may be counted upon to continue until all men are aagin at work, and buying gets back somewhere near normal. Canned foods are sharing in this, and you should remember it.

CROPS—This week we begin an annual custom of many years standing—the reporting of crops as seen by the canners in various sections of the country. The responses to our first request have been splendid. We appreciate this and hope and trust that it will continue. How interesting, and important this service is, you can test by reading the reports in this issue. It is basic, absolutely needed in the conduct of your business. For this same reason, please let us hear from you, not only when the blanks and requests come from us, but get into the habit of reporting conditions often. It will help you as well as all others.

You can interpret the reports, but you will note that all crops are late. One feature that is not as prominently mentioned as it might have been, is the unusual visitation of insect enemies existing this season. Cut worms and bugs of all kinds are playing havoc in many regions. In fruits the frost damage was heavier than we have witnessed in this section in many years. Dame Nature seems to have all her agencies at work to hold down yields, but don't count on that too strongly.

## NEW YORK MARKET

*By* "NEW YORK STATER"

*Special Correspondent of "The Canning Trade"*

**New Packs Coming to Bare Floors Makes Outlook Strong—All Markets Higher—Tomatoes Move Higher—Grapefruit Higher — Fruits Higher — Spinach Higher — Pea Crop Conditions Cause Consideration.**

New York, May 25, 1933.

OUTLOOK—The end of the first half of 1933 will find the canned foods markets for both spots and futures in a much better position than at any like period in the past few years, according to present indications. Stocks of spot items are low in the greater part of the list and the new packs will come into virtually barren ground in the majority of instances.

While the future is fraught with considerable uncertainty over the effects of the Administration's inflation measures upon the canning industry as a whole, nevertheless, there is a healthy spirit of confidence coupled with the packers' practical plans for obtaining their share of the prosperity which seems to be surely returning, albeit slowly.

MARKET—The market nears the turn of the half-year with prices in all items much higher than at the beginning of the year, spots improving under the stimulus of the good old law of supply and demand and future prices seemingly headed higher under the inflation program.

Advances in spot tomato, grapefruit and salmon prices featured the current week with the general price list firm to stronger. Trading continued to move along at a good rate with demand for all items holding up well.

TOMATOES—Moved into higher price ground this week as buyers found it increasingly hard to cover their spot needs as stocks in first hands approach the vanishing point.

Tri-state packers moved 3s up to $1.20 to $1.25, factory, with 10s generally quoted at $3.10 to $3.25, factory, and 2s now quoted at 70c, factory. Pacific coast packers are just about cleaned out of stocks and prices for the remaining holdings are 95c, coast, for 2½s with 10s held at $2.65, coast, although some offerings are available under the 95c level for 2½s.

GRAPEFRUIT—Spurred by the general improvement in the market, Florida packers took further steps to put their product on a profit returning basis, boosting prices throughout the list for both grapefruit and juice. The new price list follows:

GRAPEFRUIT

| | |
|---|---|
| No. 2, fancy | $0.90* |
| No. 2, sections | .80 |
| No. 5 | 2.90 |

GRAPEFRUIT JUICE

| | |
|---|---|
| No. 1 | $0.57½ |
| No. 2 | .85 |
| No. 5 | 2.75 |

* Tax included. all prices Tampa.

SALMON—Further advances in the price of Alaska reds and pinks were marked up during the week following several false starts, the second jump in the last 30 days. Reds are up 5 cents a dozen to $1.55 and pinks up the same amount to $1.05. These advances followed the April 21 jump of 5 cents on reds and 10 cents a dozen on pinks.

While the striking fishers in the upper half of the Columbia River have compromised at a 7-cent price, until the strike in the lower half where the bulk of the fishing activity is carried on is settled, no indication of the opening price list will be available, the trade pointed out. Due to the tie-up of activity due to the strike, however, the pack total will be sharply under last year's total, it is felt.

BUSINESS IMPROVED — The canning and can manufacturing industries are both sharing in the marked improvement in business conditions, O. C.

Huffman, president of the Continental Can Company, declared on sailing on the Bremen for a short business trip to Europe Monday.

"In our own company," Mr. Huffman said, "sales tonnage for the first four and one-half months of this year was approximately the equal to that of a year ago. For the first ten days of May, our sales have increased in volume 24 per cent over those of the like 1932 period, indicating recent improvement at an increasing rate in the many and diversified industries which we serve.

"The reports we are now receiving from the principal agricultural sections indicate planting of increased acreages for most canning crops this year. For corn and peas, this increase is variously estimated at between 10 per cent and 15 per cent."

FRUITS—The general list moved higher during the week as good demand brought out stocks from first hands and illustrated the shortage in certain items in this list. Peaches, cherries and pineapple all were better, the latter stimulated by reports of a general advance next month. Apricots and pears, while unchanged, were strong.

With some first hands withdrawn from the market, Maine blueberries are now held at $5, factory.

SPINACH—While the major packers of spinach on the West Coast have boosted prices twice, independents have not fallen in line and as a result the price list is somewhat spotty. California spinach is available at 95c to $1, coast, for 2s from the independents although the major packers are asking $1.25.

PEAS—Considerable interest has developed in Southern packed peas due to the situation in Wisconsin and other pea packing centers. Standard early June 2s are being taken out of the Peninsula around 77½c, factory, in good fashion.

ASPARAGUS—The trade's action in holding off on covering asparagus needs seems slightly lacking in foresight since reports from the Pacific coast are that the expected bumper crop has not materialized and the pack is running very short due to unfavorable weather conditions. Naturally enough, if the pack really runs very short, the formal prices posted by the packers are going to be higher to the tentative lists published.

SARDINES—With the spot market on sardines pretty well cleaned out, the trade has turned its attention to the new pack. Reports from Maine canning centers are that packing is moving along slowly and first hands say that the prospects for orders for immediate delivery are not very good.

However, packers are not pushing orders, preferring to wait until the pack is up and a good idea of the general market conditions after the final costs are in can be obtained.

MILK—The evaporated milk situation continues confused with the price list subject to change without notice. Independent packers are said to be asking from $2.50 to $2.65 a case while advertised brands are expected to be stabilized around $2.85 to $3 a case.

VOLUME RISES—While dollar volume of Austin, Nichols & Company is about even with last year, tonnage is running ahead of 1933, Thomas F. McCarthy, president disclosed. While he has noted no drastic change in the general consumption of staple food items, Mr. McCarthy said, there have been recent indications of slightly better demand for somewhat better grades.

* *

## CHICAGO MARKET

*By* "ILLINOIS"

*Special Correspondent of "The Canning Trade"*

**The Fair Opens—Buying Better Than a Year Ago—Confidence Rules—The Emergency Orders—Illinois Asparagus Prices—Cherry Prices Harden—Frosts Have Hurt Cherries—California Spinach Higher—Scarcity of Spot Peas Causes Lack of Trading—Corn Growing Steadily Stronger—Indiana 2s Tomatoes at 80c.**

Chicago, May 25, 1933.

CENTURY OF PROGRESS—When this reaches your readers, Chicago will have thrown open its gates to the wonderful Century of Progress Fair. The visitors are not going to be disappointed. The rainy weather of the past four weeks has delayed the finishing touches to the Fair but it will open in a blaze of glory. Postmaster General Farley will be the representative of President Roosevelt at the opening, Saturday morning, May 27th. Your correspondent has written another dispatch in regard to the Fair and if your worthy editor sees fit to publish it, undoubtedly you will find it on another page.

GENERAL MARKET—Trading continues brisk. The general volume shows an appreciable increase over that of a year ago. Confidence rules and everyone seems to realize that there is plenty of room for further advances in canned foods before any extreme caution need be exercised.

EMERGENCY RELIEF—This was the all absorbing interest the past ten days. There were three bidders—Sprague, Warner & Company; Steele Wedeles & Company, and National Tea Company. Steele was the low bidder but for some reason, did not elect to take the entire business.

It was finally decided that Steele Wedeles would take what is known as Ration Box No. 3 but for 30 days only. National Tea Company secured the balance. This means that we will have the emergency up again the middle or latter part of June.

ASPARAGUS—While buying of new pack California asparagus has slowed up somewhat, the unfavorable weather and other uncertainties confronting California canners has made for a stable and firm market. The pressure to sell by canners, has disappeared. Illinois canners have quoted price on their all green and some of these are: No. 2 tall Colossal all green at $2.12½, No. 2 tall Mammoth all green at $1.92½, No. 2 tall Large all green at $1.82½, No. 2 tall medium all green at $1.72½; delivered Chicago in truckloads direct to buyer's door.

R. S. P. CHERRIES—The spot market has strengthened until today $4, f. o. b. Michigan cannery, is bottom No. 10 select R. S. P. cherries, water. The business at that is confined to small parcels. Everyone is awaiting future quotations and those who claim to be "in the know" maintain that the price on the 1933 packing will range from $5 to $5.50. Many reports have been received in regard to damage by April frost. As near as your correspondent can glean, southwestern Michigan has been hit the hardest and will have less than half a crop. The northern part, i. e., the Traverse Bay district, seems to be in fair condition. New York State also reports having been hard hit. Possibly after all—we'll have the reverse on the cherry market this coming year as that of the past twelve months.

SPINACH—With the California Packing Corporation advancing prices on their No. 2½ tins to $1.25, coast, the independent canners followed with advances too. It is possible, however, to buy No. 2½ strictly fancy California spinach basis $1.10 to $1.15, coast, today. Eastern spinach has sold fairly well in this market at the usual difference in price.

SALMON—With the period of greatest consumption immediately before the trade, the statistical position of canned salmon has aided materially in the general improvement. Only a few months ago, everyone was pointing to the (what appeared to be) extreme heavy stocks in canners' hands. Well, it is just another case of where there was that big "hole" and after distribution started functioning semi-normally, those supposedly heavy stocks rapidly disappeared. If you don't remember what "hole" means, read this column in last week's issue under Evaporated Milk.

PEAS—The market is quiet. There would be a large volume of business if there were any sellers. This, of course, applies to the popular siftings. Don't have to repeat that—spot peas are scarce and items like No. 2 tin standard No. 3 and well as standard No. 4 Alaskas, and the same in the standard siftings of sweets are cleaned up. Everyone is anxiously awaiting the start of the packing season in Indiana. The rain and continued wet weather have played havoc there as well as in other pea producing sections of Illinois and Wisconsin.

CORN—This market is steadily developing strength. No. 2 tin standard corn is growing in wide demand. Do not know of anything available in Ohio, Indiana, Illinois, Iowa or Wisconsin today in No. 2 tin good standard at less than 57½c, f. o. b. shipping point, and that prophet who said that standard corn would be worth 60c by July 1st is just about going to miss his guess by 30 days. It looks as if the market on standards will be 60c by June 1st. There has also been a heavy call for No. 10 tin corn and understand that spot stocks of "gallons" are now also practically cleaned up.

TOMATOES—80c, f. o. b. Indiana cannery, is the market today on No. 2 tins. If there are any No. 2 tomatoes available at less in Indiana and adjoining States, three of the reputable brokers in this market do not know where same are. Chicago has purchased some No. 10 tin extra standard tomatoes from New York State, paying $3.50, cannery. Some Canadian tomatoes have been purchased here at $1.20 to $1.22½. The large quantities needed on the Emergency Relief have naturally developed a stronger market than otherwise would have prevailed.

PERSONALS—The Chicago Food Products Club announces its usual and annual picnic, golf tournament, and anything else that you want to do, for June 22nd. This is always a pleasant and enjoyable day for the buyers and brokers who, throwing cares away, simply go out for a good time and always have it. This year the Annual will be held at the St. Andrew's Club.

## GULF STATES MARKET

*By* "BAYOU"

*Special Correspondent of "The Canning Trade"*

**No Shrimp in the Waters—Bean Pack Under Way—Small Crop Planted—New Shrimp Cannery Planned.**

Mobile, Ala., May 24, 1933.

NO SHRIMP—There is no question but that the shrimp have left these shores temporarily and migrated to other sections, because they are nowhere to be found.

Shrimp move in schools and those found now are so scattered that it takes a boat the best part of a day's trawling to get a half barrel of shrimp and sometimes they don't even do that well, therefore there is very little likelihood of the production of shrimp picking up before the closed season for canning which goes into effect on June 1.

It is really a pity that shrimp are not any more plentiful than they are now, because those caught in the bay are certainly of a fine quality, being large and of uniform size.

It is doubtful if it has ever been determined how far shrimp and fish migrate, but it seems that it is not much over two hundred miles and some species travel more than others. For instance, this coast very seldom gets the extra large jumbo shrimp that they get on the Texas coast and neither do we get the extra large mullet that the Florida peninsula gets and the Florida peninsula does not get our specie of small mullet, hence it is evident that either fish or shrimp don't migrate very great distance or only the very largest size venture into the waters where the extra large jumboes are caught.

The large shrimp that we get on this coast are ideal for canning, because they are not tough, like the extra large sizes and it is better to make weight when packing in the cans.

The canned shrimp market is bullish, but it does not do the packers very much good, because they only have a limited amount of stock on hand to dispose of and production is at a standstill.

However, the factories are doing all they can to stimulate production and are even operating their retorts to pack five or six barrels of shrimp, which is something that they never did do before for this small quantity of shrimp.

The canned shrimp market is strong at 90c per dozen for No. 1 medium, with the fancy grade bringing $1 per dozen, f. o. b. factory.

STRINGLESS BEANS—After a rainy spell that lasted several weeks, it stopped three weeks ago and now beans, like other vegetables are needing rain.

Nevertheless, beans stand a good deal of dry weather and they are not suffering as badly as other plants.

The canning of beans has started and is getting under way right along.

The size of the pack will depend largely on the yield of the crop, because no large acreage of beans was planted nor contracted for by the canners, hence if the crop yield is extraordinary, the pack will be a fair one, otherwise it will be a light one.

Pretty bushes and foliage does not always mean plenty yield, so we will have to wait on developments.

It is interesting to see the difference that soil conditions, etc., have on the yield of the plants. In one patch, the yield is heavy, while in another it is light and one unfamiliar with farming conditions is hard to understand why such should be the case and it is this which makes farming so much of a gamble.

The price of cut stringless beans is 65c per dozen for No. 2; $1 per dozen for No. 2½, and $3 per dozen for No. 10, f. o. b. cannery.

A NEW SEA FOOD CANNERY—The Independent Packing Company, Inc., of Bayou La Batre, Alabama, has been recently formed and is understood will soon start to erect a modern plant in Bayou La Batre, which they expect to have ready for the fall shrimp season.

The incorporators and officers are M. H. Tapia, president, five shares; A. H. Daughdrill, vice-president, one share; A. J. Daughdrill, secretary and treasurer, 44 shares, and R. B. Tapia, one share.

The capital stock of the corporation is $10,000 and $5,100 is paid in.

A. H. Daughdrill is an old sea food canner, having operated a factory in Bayou La Batre for many years, previous to his retiring some seven or eight years ago. A. J. Daughdrill too was identified with the canning industry in Bayou La Batre several years ago.

## CALIFORNIA MARKET

*By* "BERKELEY"

*Special Correspondent of "The Canning Trade"*

**Market Brisk—No Speculative Buying, the Goods Needed—Retail Sales Keeping Pace With Wholesale—Pineapple Among Leaders—Salmon Also Keeping Pace—Spinach Pack Behind Last Year—Asparagus Also Back—Tomatoes Stronger.**

San Francisco, May 25, 1933.

BRISK—The market for California canned products has been quite brisk during the past month, with prices on almost every item in the list showing an advance. In many instances list quotations remain the same but buyers have found it impossible to make purchases at the concession that have been so general since the pack was completed last year. Canners are commenting on the fact that while sales have been much heavier during the past month than for a long time there has been little or no buying on a speculative basis. Orders are being placed because the goods are needed at once and not because of the fact that prices promise to be higher in the near future. Retail sales are keeping with the movement of canned foods from first hands and retail prices are commencing to reflect the upward price trend. Bids have been invited for quantities of foodstuffs for use in Civilian Conservation Corps Camps and this business will form a welcome addition to the steady business being booked.

PINEAPPLE—It is rather difficult to say just what canned foods are making the best showing just now, but Hawaiian pineapple is certainly close to the top, if not actually in the lead. The advertising campaign launched some time ago is meeting with decided success, according to interested canners, and business has been making a splendid gain. Rumors have been making the rounds of the trade to the effect that the California Packing Corporation and the Pineapple Holding Company, Ltd., have disposed of their entire projected pack for the year, subject to buyers' approval of opening prices, but this is denied by representatives fo both concerns. They do advise that orders are being received and filled on a spot basis in a very satisfactory volume, with the carryover of last year being rapidly reduced.

SALMON—Canned salmon is another item that has been in the spotlight of late, with sales keeping up in good shape despite the many price advances that have been placed into effect on almost all grades. On some lines the cleanup is already almost complete and prices are largely nominal. Pinks are in special demand and stocks are confined to two or three large holders.

SPINACH—One or two packers of spinach are still operating on a limited scale in an effort to fill orders in full, so pack statistics are not available, as yet. Estimates place this at about a million and a half cases, or about the same as the quantity sold during the past year. Prices are showing a tendency to firm up, especially in No. 2, quoted generally at 90c.

ASPARAGUS—The asparagus pack is still far behind schedule and the prospects are that the season will not be brought to a close with the end of May, as was planned. Cool weather has cut down the crop and but little is being permitted to go unharvested. Canners who came out early with definite prices have largely withdrawn these and those who brought out tentative lists have made advances. The holdover pack is coming in for increased attention and is getting rather limited, especially in the more desirable grades.

TOMATOES—Tomatoes have gained in strength of late, with the purchase of the Civilian Conservation Corps assisting in this. It seems impossible to locate No. 2½ standards at less than 85c and most stocks are held at a higher figure. There is an increased call for No. 10 puree and this is quoted at $3 for the article made from whole ripe tomatoes. The cold weather being experienced isn't helping the new plantings any.

# What Canned Foods Distributors are Doing

## GROCERY PRODUCT PRICES OF INDEPENDENTS HIGHER THAN CHAIN STORE SYSTEMS, SURVEY SHOWS

INDEPENDENT grocers in general charge more for grocery and food products than do chain store organizations according to the first of a series of price and margin studies of grocery and drug stores to be made in five cities by the Federal Trade Commission under Senate Resolution 224, Seventeenth Congress, first session, which directed among other things that the commission investigate "the advantages or disadvantages of chain store distribution as shown by prices, costs, profits and margins."

In response to the Senate resolution, the commission made an extensive study of the retail selling prices, costs and gross margins of chains and distributors in the grocery, drug and tobacco trades for five major cities, namely, Washington, Cincinnati, Des Moines, Memphis and Detroit.

The report, released recently after being sent to the Senate, presents an analysis of the statistics of retail selling prices, costs and gross margins for grocery chains and other distributors in Washington. It also dealt with the character of the statistics compiled and studied and the methods of the analysis for the survey as a whole. Later reports will present results for the grocery and drug business in the other cities covered in the survey. The results of the tobacco study, it was feared, probably cannot be published because of insufficient appropriations.

In August, 1929, the report said, statistics of retail selling prices were secured by agents of the commission from 570 independent and cooperative grocery stores in Washington. The total number of items listed for pricing was 448, representing 42 commodity groups. Naturally, the number of these items priced in particular stores varied widely from store to store according to the relative completeness of their stocks, it was pointed out in the survey. The list was made up on the principle of confining it chiefly to brands carried both in chain stores and in stores of other retailers, on account of the difficulty of establishing the comparability of other brands.

Prices for the items selected were obtained from each of the three regular grocery chains operating in Washington, the report continued, so far as these items were carried by them, the three chains consisting of the Sanitary Grocery Company, Inc., Great Atlantic & Pacific Tea Company and the American Stores Company. The Sanitary Grocery Company also operated the Piggly-Wiggly stores in Washington.

The commission obtained prices of these chains from their respective headquarters and consequently the prices were the ones authorized for their Washington units. The figures were obtained for the first day on which the commission's agents priced the independent stores, together with all changes in the price schedules during the eighteen days' pricing period.

In order to compute the gross margins of chains and independent grocery distributors, it was necessary also to obtain their purchase costs on the items for which the retail selling prices were secured, the report pointed out. These were obtained from the District Grocery Stores, Inc., a cooperative organization, from five leading Washington wholesale distributors and from thirty-six manufacturers or distributors of items delivered directly to the stores of chains or independents.

In presenting the results of the comparative study for chains and independent distributors, the statistics of selling prices and costs are weighted in such a manner as to give effect, as far as practicable, to the relative importance of the several items covered; that is, to the relative volume or quantities of the items handled both for the chains and for the independent dealers. Thus the quantities purchased were also secured. The quantities used as weights were secured from the same sources as the cost figures.

The total of the average unweighted costs to the Washington consumer of the 274 items finally included in the margin survey was $58.03 at independent stores and $54.08 at two chain stores, the independents being 7.3 per cent higher than these two chains, the report disclosed. On the basis of weighing both sets of prices by the chain store quantities, the prices of the independents were higher by 7.1 per cent, but if weighting by independent quantities is used, their prices are but 5.7 per cent higher, it was pointed out.

In view of the character of the variations between these three price comparisons the geometric average of the two levels is probably the most acceptable measure of the percentage difference between chain and independent stores prices, the commission held. On this basis, the prices for independent grocery stores in Washington were 6.4 per cent higher than for the chain store.

It should be borne in mind in considering these comparisons, however, the survey cautioned, that the independent grocery units render services, such as credit and delivery to retail customers to a greater degree than do the chain grocery establishments.

The unweighted net costs to the chain and independent distributors, after deducting special discounts and allowances on the 274 items, were $45.51 and $42.80, respectively, the cost for the independents being 3.13 per cent higher than that of the chains. The use of weights, however, reduced the difference, the independents being higher by only 1.65 per cent, when independent volume is used, and 1.8 per cent higher when chain volume is employed. As was the case with the weighted price comparisons, the geometric average is probably the most acceptable measurement of the cost difference. On this basis, the cost, after deducting special discounts, was 1.72 per cent higher for the independent stores than for the multiple-unit organizations.

The chain gross margin, after special discounts and allowances were deducted, was $12.57 and that of the independent dealer $15.23. Expressed as per cent of sales, the unweighted chain margin was 23.25 per cent and that of the inedpendents 26.24 per cent. When weighted by chain volume, the chain gross margin was 18.99 per cent of sales and that of the independents 23.01 per cent. Comparable figures, after applying independent volume, were 17.70 per cent and 20.88 per cent.

The two chains covered by the Trade Commission's survey were grocery and meat chains. For 1929, the gross profit margins of all grocery and meat chains was 18.31 per cent after discounts and allowances. This gross margin compares with 18.99 per cent in this price comparison study for Washington as weighted by chain volume and after the deduction of special discounts and allowances.

The amount of the difference in cost attributable to special discounts and allowances on the 274 items included in the survey made in Washington by the commission was 60 cents for the chains and 14 cents for the independents, reducing the total cost of the chains from $42.11 to $41.51 and for the independents from $42.94 to $42.80.

In connection with special discounts and allowances, the commission warned against assuming that the figures shown above, and in the body of the report, indicate the total volume of such discounts given by all manufacturers to chains and wholesale dealers, or the effect of such discounts upon the grocery business in general. A later report will deal more comprehensively with the subject of special discounts to the grocery trade throughout the country, it was announced.

## CROP REPORTS

( Continued from page 8 )

RIDGELY, MD., May 20, 1933—Early plants scarce. Expect normal acreage of the last five year's average. Farmers' idea of price well above any price that a canner can pay.

MIDDLEPORT, N. Y., May 22, 1933—None planted as yet.

ROCHESTER, N. Y., May 22, 1933—Planting begins this week with favorable soil and weather conditions. Plants have made good growth in cold frames and they should get off to a good start.

CELINA, OHIO, May 22, 1933—We are about two weeks late in getting started to set our plants. Due to the extremely wet weather we have had, our soil has been too wet for setting.

GREENCASTLE, PA., May 20, 1933—Will start setting plants out next week; acreage reduced. Plants not any too healthy due to lack of sunshine, until this week. May cause low yield and require extensive replanting.

LITTLESTOWN, PA., May 20, 1933—None planted yet. Plants coming along fine but a little late.

### BEANS

CEDAR RAPIDS, IOWA, May 22 ,1933—Too wet to plant.

VINTON, IOWA, May 22, 1933—Only fairly started on planting and being hindered by wet weather.

RIDGELY, MD., May 20, 1933—Snap: Just beginning to plant. Normal acreage.

GREENCASTLE, PA., May 20, 1933—Stringless: Just planting. Acreage reduced.

LITTLESTOWN, PA., May 20, 1933—Stringless: Have not planted any contracted acreage. Depending upon market conditions. We may not pack this season, but if we do, will buy beans on open market.

CHETEC, WIS., May 22, 1933—Not planting this year.

### CUCUMBERS

CHETEC, WIS., May 22, 1933—Planting none this year.

## WEST COAST NOTES

Time certainly flies, and a San Francisco newspaper recently directed attention to the fact that the Hawaiian Pineapple Growers' Association was organized in the Islands twenty-five years ago to foster and develop the pineapple market. This same publication about a month ago retold the election of officers of the old California Fruit Canners' Association, the list including William Fries, S. L. Goldstein, Francis Cutting, Percy T. Morgan, R. S. Bentley, Charles B. Carr, George McLean, Douglas Cushman, and J. B. Lelvin.

The recent improvement in the canned salmon market and the prospect of the success of steps by the Administration at Washington to bring about the orderly marketing of products and a fair return to producers has led G. W. Skinner, president of the Alaska Pacific Salmon Company, of Seattle, to get in touch with stockholders and explain the situation. He suggests that while it is impossible to tell what the results may eventually be, these factors should have a decided effect on the outcome of next season's operations.

M. Feibusch, canned foods broker, with offices at 112 Market Street, San Francisco, Calif., has returned from a trip to Europe.

The United States Products Corporation, Ltd., San Jose, Calif., has awarded contracts for the construction of a warehouse to cost $16,500.

H. K. Landram and F. E. Braucht, receivers for Vab, Inc., Ltd., Merced, Calif., has given a bill of sale and assignment of equipment to California Tomato Juice, Inc.

## A CENTURY OF PROGRESS

*By "Illinois"*

UNIQUE among the many World's Fairs of the past, the Century of Progress has been conceived and financed entirely without Governmental subsidy, either Federal, State or local and this—in the very face of the greatest depression ever known—26 million dollars have been expended in the building, erection and development of this great project.

Consider this vast expenditure of money and in the nation's worst depression and yet—the depression itself may turn out to be an important contribution to the assured success of the Fair. It will mean the elimination of the usual extravagances for the exhibitor as well as the visitor.

The above is prompted because, some little wonderment might have prevailed among your readers as to why the city of Chicago, crippled by unpaid taxes and owing salaries to public employes should hold a World's Fair. The fact that our city is going to hold the greatest fair in the history of the world and without the customary handout from Federal, State and local government, and without recourse to the Reconstruction Finance Corporation, reflects to the credit and indomitable spirit of our fair city—Chicago. Remember too, that the Fair will be held without any added burden whatsoever on taxpayers. It is a single enterprise undertaken by private industry, incorporated under the State of Illinois and not for profit.

Four months ago the statisticians estimated that there would be 50 million paid admittances. That has now been advanced to 60 million and with the enthusiasm sweeping over the country, it is said that 75 million people will have paid their way into the Century of Progress during the five months that it remains open. Already 2 million tickets have been sold and 100 per cent of the display space has been taken.

All of this is particularly interesting (or should be) to the canning and distributing industries because Dr. Bitting has been in full charge (and will continue to be) of the Food Department of the Fair. The Doctor is the same amiable and pleasant gentleman as when he served so admirably and faithfully the National Canners Association. The food trade will be represented by many prominent displays. Every canner and every reader of your paper should make it a point to visit the Century of Progress. They will be well repaid for the trip. It is a wonderful undertaking, stupendous in its size and extremely interesting in its educational features.

# CANNED FOOD PRICES

**Prices given represent the *lowest* figure generally quoted for lots of wholesale size, usual terms f. o. b. Baltimore (unless otherwise noted) and subject to the customary discount for cash. Many canners get higher prices for their goods; some few may take less for a personal reason, but these prices represent the general market at this date.**

Baltimore figures corrected by these Brokers: ‡Thomas J. Meehan & Co., *Howard E. Jones & Co., §Harry H. Mahool & Co.
New York prices corrected by our Special Correspondent. †In column headed "N. Y." indicates f. o. b. factory.

## Canned Vegetables

| | Balto. | N.Y. |
|---|---|---|
| **ASPARAGUS* (California)** | | |
| White Mammoth, No. 2½ | ..... | 2.25 |
| Peeled, No. 2½ | ..... | ..... |
| Large, No. 2½ | ..... | 2.25 |
| Peeled, No. 2½ | ..... | 3.15 |
| Medium, No. 2½ | ..... | 2.10 |
| Green Mammoth, No. 2, round cans | 2.25 | 2.50 |
| Medium, No. 2 | 2.00 | 2.50 |
| Large, No. 2 | 2.10 | 2.50 |
| Tips, White, Mammoth, No. 1 sq. | ..... | 2.10 |
| Small, No. 1 sq. | ..... | 1.90 |
| Green Mammoth, No. 1 sq. | ..... | 2.15 |
| Small, No. 1 sq. | ..... | 1.80 |
| **BAKED BEANS‡** | | |
| 16 oz. | .45 | ..... |
| No. 2½ | .80 | ..... |
| No. 10 | 2.50 | ..... |
| **BEANS‡** | | |
| Stringless Stand. Cut Green, No. 2 | .60 | .62½ |
| Standard Cut Green, No. 10 | 2.75 | 2.85 |
| Standard Whole Green, No. 2 | ..... | .95 |
| Standard Cut Wax, No. 2 | .65 | ..... |
| Standard Cut Wax, No. 10 | ..... | ..... |
| Red Kidney Standard, No. 2 | .70 | ..... |
| Standard, No. 10 | 3.50 | ..... |
| **LIMA BEANS‡ (F. O. B. Factory)** | | |
| No. 2 Tiny Green | 1.00 | 1.20 |
| No. 10 | 5.75 | ..... |
| No. 2 Medium Green | .95 | 1.05 |
| No. 10 | 5.00 | 5.25 |
| No. 2 Green and White | .65 | .85 |
| No. 10 | 4.50 | ..... |
| No. 2, Fresh White | .60 | .65 |
| No. 10 | 3.00 | 3.30 |
| Soaked, No. 2 | .57½ | ..... |
| **BEETS‡** | | |
| Baby, No. 2 | ..... | ..... |
| Whole, No. 2 | ..... | ..... |
| Whole, No. 3 | 1.00 | ..... |
| Whole, No. 10 | 3.00 | ..... |
| Cut, No. 2 | .70 | .85 |
| Cut, No. 10 | 2.80 | ..... |
| Diced, No. 10 | ..... | ..... |
| **CARROTS‡** | | |
| Standard Sliced, No. 2 | .65 | ..... |
| Sliced, No. 10 | ..... | ..... |
| Standard, Diced, No. 2 | .65 | ..... |
| Diced, No. 10 | 3.00 | ..... |
| **CORN‡** | | |
| Golden Bantam, Fancy, No. 2 | ..... | †.85 |
| Extra Standard, No. 2 | ..... | ..... |
| Extra Standard No. 10 | ..... | ..... |
| Shoepeg, Fancy, No. 2 | .85 | ..... |
| Extra Standard, No. 2 | .82½ | ..... |
| Standard, No. 2 | .80 | ..... |
| Standard, No. 10 | ..... | ..... |
| Crushed, Fancy, No. 2 | .75 | ..... |
| Extra Standard, No. 2 | .65 | ..... |
| Standard, No. 2 | .60 | †.60 |
| Standard, No. 10 | 3.50 | 3.75 |
| **HOMINY‡** | | |
| Standard Split, No. 3 | .75 | ..... |
| Split, No. 10 | 2.75 | ..... |
| **MIXED VEGETABLES‡** | | |
| Standard, No. 2 | .65 | ..... |
| No. 10 | 3.75 | ..... |
| Fancy, No. 2 | .75 | ..... |
| No. 10 | 4.25 | ..... |
| **OKRA AND TOMATOES‡** | | |
| Standard, No. 2 | .80 | ..... |
| No. 10 | ..... | ..... |
| **PEAS‡ (Baltimore prices, new pack)** | | |
| No. 1 Petit Pois | ..... | ..... |
| No. 2 Fancy Sweets, 2s | ..... | 1.25 |
| No. 2 Fancy Sweets, 3s | ..... | 1.35 |
| No. 2 Fancy Sweets, 4s | ..... | 1.25 |
| No. 2 Fancy Sweets, 5s | ..... | 1.15 |
| No. 2 Std. Sweets, 5s | ..... | 1.10 |
| No. 1 Early June, 4s | ..... | ..... |
| No. 2 Std. Alaskas, 1s | ..... | 1.35 |
| No. 2 Std. Alaskas, 2s | ..... | 1.15 |
| No. 2 Std. Alaskas, 3s | .95 | .95 |
| No. 2 Std. Alaskas, 4s | .90 | 1.00 |
| No. 10 Std. Alaskas, 2s | 5.75 | 6.00 |
| No. 10 Std. Alaskas, 3s | 5.25 | 5.50 |
| No. 10 Std. Alaskas, 4s | 5.00 | 5.25 |
| **PUMPKIN‡** | | |
| Standard, No. 2½ | ..... | ..... |
| No. 3 | ..... | ..... |
| No. 10 | 2.75 | ..... |

**CANNED VEGETABLES—Continued**

| | Balto. | N.Y. |
|---|---|---|
| **SAUER KRAUT‡** | | |
| Standard, No. 2 | ..... | ..... |
| No. 2½ | .65 | .55 |
| No. 3 | .70 | ..... |
| No. 10 | 2.25 | 2.50 |
| **SPINACH‡** | | |
| Standard, No. 2 | .70 | .75 |
| No. 2½ | .95 | 1.00 |
| No. 3 | 1.00 | ..... |
| No. 10 | 3.00 | 3.25 |
| California, f. o. b. Coast* | | |
| Standard, No. 2½ | 1.05 | †1.00 |
| Standard, No. 10 | 3.15 | †3.15 |
| **SUCCOTASH‡** | | |
| Standard Green Corn, Fresh Limas, No. 2 | .85 | ..... |
| Standard Green Corn, Dried Limas, No. 2 | .75 | ..... |
| (Triple) No. 2 (with tomatoes) | .90 | ..... |
| **SWEET POTATOES‡** | | |
| Standard, No. 2, F. O. B. factory | .65 | ..... |
| No. 2½ | .75 | †.70 |
| No. 3 | .80 | ..... |
| No. 10 | 2.50 | †2.50 |
| **TOMATOES‡** | | |
| Extra Standard, No. 1 | ..... | ..... |
| F. O. B. County | ..... | ..... |
| No. 2 | .80 | ..... |
| F. O. B. County | .75 | ..... |
| No. 3 | 1.25 | ..... |
| F. O. B. County | 1.25 | ..... |
| No. 10 | 3.25 | ..... |
| F. O. B. County | 3.25 | ..... |
| Standard, No. 1 | .42½ | †.42½ |
| F. O. B. County | .42½ | ..... |
| No. 2 | .72½ | †.70 |
| F. O. B. County | .70 | ..... |
| No. 3 | 1.25 | †1.20 |
| F. O. B. County | 1.20 | ..... |
| No. 10 | 3.25 | ..... |
| F. O. B. County | 3.00 | †3.00 |
| **TOMATO PUREE‡ (F. O. B. Factory)** | | |
| Standard, No. 1, Whole Stock | .42½ | .40 |
| No. 10, Whole Stock | 2.50 | 2.25 |
| Standard, No. 1 Trimmings | ..... | ..... |
| No. 10 Trimmings | ..... | ..... |
| **TOMATO JUICE‡** | | |
| No. 1 | .40 | ..... |

## Canned Fruits

| | Balto. | N.Y. |
|---|---|---|
| **APPLES* (F. O. B. Factory)** | | |
| Maine, No. 10 | ..... | ..... |
| Michigan, No. 10 | ..... | ..... |
| New York, No. 10 | ..... | 2.75 |
| Pennsylvania, No. 10, water | ..... | ..... |
| Pa., No. 3 | ..... | ..... |
| Pa., No. 10, solid pack | 3.25 | ..... |
| **APRICOTS* (California)** | | |
| Standard, No. 2½ | 1.30 | †1.10 |
| Choice, No. 2½ | 1.45 | †1.30 |
| Fancy, No. 2½ | ..... | ..... |
| **BLACKBERRIES*** | | |
| Standard, No. 2 | ..... | ..... |
| No. 3 | ..... | ..... |
| No. 10, water | 3.25 | ..... |
| No. 2, Preserved | ..... | ..... |
| No. 2, in Syrup | ..... | ..... |
| **BLUEBERRIES*** | | |
| Maine, No. 2 | ..... | †1.30 |
| No. 10 | 5.50 | †5.00 |
| **CHERRIES*** | | |
| Standard Red, Water, No. 2 | ..... | ..... |
| White Syrup, No. 2 | ..... | ..... |
| Extra Preserved, No. 2 | ..... | ..... |
| N. Y. Fancy, Red Pitted, No. 10 | 4.25 | ..... |
| California Standard, 2½ | ..... | 1.70 |
| Choice, No. 2½ | ..... | 1.85 |
| Fancy, No. 2½ | ..... | 2.00 |
| **GOOSEBERRIES*** | | |
| Standard No. 2 | ..... | ..... |
| No. 10 | ..... | ..... |
| **GRAPE FRUIT*** | | |
| 8 oz. | .50 | .60 |
| No. 2 | .97½ | †.90 |
| No. 5 | 3.25 | †2.90 |
| No. 1 Juice | .62½ | †.57½ |
| No. 2 Juice | .95 | †.85 |
| No. 5 Juice | 3.15 | †2.75 |
| **PEARS*** | | |
| Standards, Keifer No. 2, in syrup | .85 | ..... |
| No. 2½ | 1.30 | ..... |
| California Bartletts, Standard 2½ | 1.40 | ..... |
| Fancy | ..... | †1.70 |
| Choice | 1.60 | †1.55 |
| Standard, No. 10 | ..... | †4.50 |

**CANNED FRUITS—Continued**

| | Balto. | N.Y. |
|---|---|---|
| **PEACHES*** | | |
| California Standard, No. 2½, Y. C. | 1.22½ | †1.20 |
| Choice, No. 2½, Y. C. | 1.30 | †1.30 |
| [illegible] | ..... | ..... |
| Extra Sliced Yellow, No. 1 Talls | .75 | ..... |
| Seconds, Yellow, No. 2 | ..... | ..... |
| Figs, Unpeeled No. 3 | ..... | ..... |
| Peeled, No. 10, Solid Pack | 3.40 | ..... |
| **PINEAPPLE*** | | |
| Hawaiian Sliced, Extra, No. 2½ | 1.75 | †1.60 |
| Sliced, Standard, No. 2½ | 1.65 | †1.45 |
| Sliced, Extra, No. 2 | ..... | †1.20 |
| Sliced Standard, No. 2 | ..... | †1.05 |
| Shredded, Syrup, No. 10 | ..... | ..... |
| Crushed, Extra, No. 10 | 4.10 | 4.25 |
| Eastern Pie, Water, No. 10 | ..... | ..... |
| Porto Rico No. 10 | ..... | ..... |
| **RASPBERRIES*** | | |
| Black Water, No. 2 | ..... | ..... |
| Red, Water, No. 2 | ..... | ..... |
| Black, Syrup, No. 2 | ..... | ..... |
| Red, Syrup, No. 2 | ..... | ..... |
| Red, Water, No. 10 | ..... | ..... |
| **STRAWBERRIES‡ (Baltimore prices, new pack)** | | |
| Preserved, No. 1 | .75 | ..... |
| Preserved, No. 2 | 1.45 | ..... |
| Extra, Preserved, No. 1 | .75 | ..... |
| Extra, Preserved, No. 2 | 1.50 | ..... |
| Standard Water, No. 10 | ..... | ..... |
| **FRUITS FOR SALAD*** | | |
| Fancy, No. 2½ | 2.15 | 2.20 |
| No. 10s | 9.50 | ..... |

## Canned Fish

| | | |
|---|---|---|
| **HERRING ROE*** | | |
| 16 oz., Factory | .87½ | ..... |
| No. 2, 17-oz. cans, Factory | .90 | ..... |
| No. 2, 19-oz. cans, Factory | 1.00 | ..... |
| **LOBSTER*** | | |
| Flats, 1-lb. cases, 4 doz | ..... | 4.00 |
| ½-lb. cases, 4 doz | ..... | 2.00 |
| ¼-lb. cases, 4 doz | ..... | 1.15 |
| **OYSTERS*** | | |
| Standards, 4 oz | ..... | ..... |
| 5 oz. | .80 | †.70 |
| 8 oz. | ..... | ..... |
| 10 oz. | 1.70 | †1.40 |
| Selects, 6 oz | ..... | ..... |
| **SALMON§** | | |
| Red Alaskas, Tall, No. 1 | 1.47½ | †1.55 |
| Flat, No. ½ | 1.35 | ..... |
| Cohoes, Tall, No. 1 | .90 | †1.15 |
| Flat, No. 1 | ..... | ..... |
| Flat, No. ½ | ..... | ..... |
| Pink, Tall, No. 1 | 1.05 | †1.05 |
| Pink, Tall, No. ½ | .85 | ..... |
| Sockeye Flat, No. 1 | 2.35 | ..... |
| Flat, No. ½ | .75 | ..... |
| Chums, Tall | .95 | †1.00 |
| Medium, Red, Tall | 1.22½ | †1.30 |
| **SHRIMPS§** | | |
| Dry, No. 1 | 1.10 | 1.00 |
| Wet, No. 1, Large | 1.10 | 1.10 |
| **SARDINES§ (Domestic), per case** | | |
| ¼ Oil, keyless | ..... | †2.35 |
| ¼ Oil, keys | ..... | †3.00 |
| ¼ Oil, Tomato, Carton | ..... | †3.25 |
| ¼ Oil, carton | ..... | ..... |
| ¼ Mustard, Keyless | ..... | ..... |
| ¾ Mustard, Keyless | ..... | †2.35 |
| California Oval, No. 1, 48's | 3.00 | †2.50 |
| **TUNA FISH§ (California), per case** | | |
| White, ½s | 7.30 | ..... |
| White, 1s | 13.65 | ..... |
| Blue Fin, ½s | ..... | ..... |
| Blue Fin, 1s | ..... | ..... |
| Striped, ½s | 3.40 | ..... |
| Striped, ½s | 4.70 | 5.25 |
| Striped, 1s | 8.50 | ..... |
| Yellow, ½s, Fancy | 4.65 | ..... |
| Yellows, ½s, Fancy | 7.30 | ..... |
| Yellow, 1s | 13.65 | ..... |

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Lowest possible
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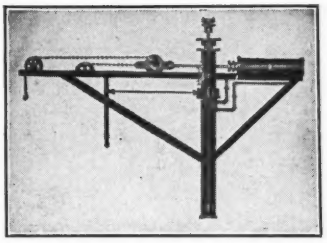
**Bargains!**
**Bargains!**
in Canning Machinery



*Robins Circle Steam Hoist*

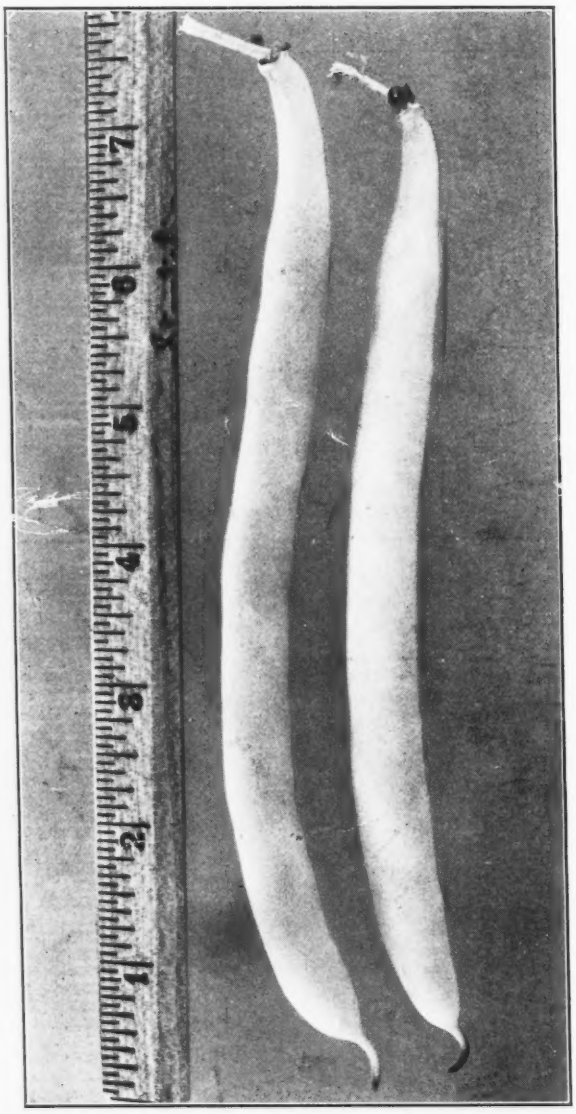
*Robins Retort*

Manufactured by
**A. K. ROBINS & CO., INC.**
Lombard and Concord Streets
BALTIMORE, » MARYLAND
*WRITE FOR LIST OF BARGAINS*

**KITTREDGE**
**LABELS**
**CHICAGO**

# A SUGGESTION

*For Those Last Fifty Acres*



## KEENEY'S IMPROVED

# Stringless Kidney Wax

### Aim For A Fancy Pack

The first of the Kidney Wax group, Keeney's Improved Stringless, was developed by N. B. Keeney and Son—the result of a cross between Black-eyed Wax and Wardwell's Kidney Wax. The introduction was made by the W. Atlee Burpee Co. in 1906. Since that time this variety has made a prominent place for itself. Various new names and strains have appeared which differ among themselves slightly but still retain the general characteristics of the original introduction.

A standard of highest quality, the pods are handsome in appearance, thick-oval and nearly straight, extremely brittle, fleshy and free from string and fiber. All these qualities combine to make this variety one of the leaders among Dwarf Wax Podded sorts, and exceptionally fine for canning. The seed is white in color with a small black eye. To obtain a supply from the originator's stock—

***Wire your order and secure prompt shipment***

## Associated Seed Growers, Inc.

*BREEDERS and GROWERS*

**New Haven, Connecticut**

PRODUCTION BRANCHES IN TEN WESTERN STATES